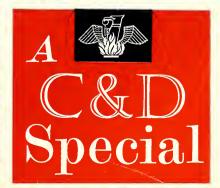


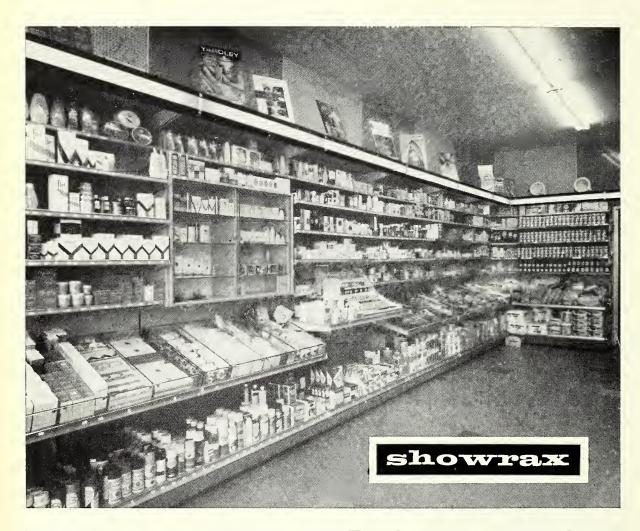
SHOPFITTING AND DISPLAY



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PRINCIPAL CONTENTS		
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Cover picture is of the dispensary at the Birmingham pharmacy of Mr. G. H. Walker (see also p. 7).



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Pharmacy's image is too often mediocre

By INQUISITOR, M.P.S.

TRAVELLING about the country visiting pharmacies one has an opportunity to assess the outward image that the local chemist conveys to the shopping public compared with other types of retail trader.

Unfortunately for our profession, that image is all too often that of the least attractive in any group of shops. In most areas there is perhaps an opportunity for one pharmacy to utilise its architecture and surroundings as an association of old-world charm and the ancient mystique of medicine, but for most of us in retail practice the aim must surely be one of an air of clinical hygiene, which should bring to mind many of the superlatives associated with washing-powder "commercials." Step outside your door, cross the street, turn and reflect whether a customer of yours would use such phrases!

Changes in our High Streets are appearing throughout the country as the large development companies, in association with local authorities, set about the task of adapting the busier shopping areas to the age of the motor car. Yet even here, when one finds a pharmacy prepared to accept the risks of high rentals and overheads, the challenge of a fresh start is seldom fully exploited. Rarely, in a pharmacy, does one come across innovations in shopfitting or internal décor. It is worth noting that some of the most interesting experiments in décor are to be found in the premises of that other body of commercially orientated professional men: the opticians.

The perplexing factor in pharmacies' mediocre public appearance in that, as a body of educated professional men and women, we should have acquired a taste for aesthetics above the average. Yet we seem prepared to spend a large proportion of our lives in squalid surroundings.

With most pharmacies the most blatant fault ("glaring" would here be quite the wrong word) is lack of adequate lighting. Indeed it would seem that our earlier compulsive learning in the science of photometry has in most pharmacies long been forgotten and the exacting science about which we at least are proud is conducted under conditions that would cause a "walk-out" in most other commercial fields. Indeed an easy guide for a stranger seeking to locate the local pharmacy would be to glance along a line of shops

for the premises with the least artificial lighting or in some cases none at all. By comparison it, is interesting to examine the impression good lighting creates in the stores of Marks & Spencer (and equally to speculate what part it has had in creating the commercial reputation of that company).

A second impression unfortunately all too often made upon the observer is reminiscent of a series of advertisements recently commissioned by a large building firm reminding one of the unimaginative planning and architecture of the 'twenties and 'thirties. Frequently in the shopping areas the last remaining vestige of that period is the local pharmacy. Its cluttered windows, faded crêpe paper and soiled showcards might almost be "forty years gone."

Halfway up, the "typical" window is perhaps divided by a drab glass screen, half-heartedly announcing in a long since discontinued typography "Medicinal "N.H.I. Dispensing" and Requisites," other such now scarcely relevant phrases. Above, again, are too often found an assortment of old coffrets or outer packing boxes, pushed out of the way until another seasonal opportunity arrives for their disposal, and secretly hoped by the proprietor, no doubt, to pass unnoticed. Beneath or around that unattractive array one finds hideous glass advertising slogans adhering, it would seem, all too permanently to the window edges. Surmounting all, perhaps, are a couple of faded showcards or a bedraggled piece of curtain, lurking behind the grimy first floor window of the stock room.

Once the shopper gets accustomed to the gloom inside the shop, the picture reveals a jumbled array of products mounted on dark, almost antique, fixtures or a long run of mysterious drawers now in a state of confusing disrepair and, instead of the smart, crisply starched overall of the go-ahead multiple, assistants in assorted dress struggle to work well in those uninviting surroundings. Are these the conditions acceptable to

those demanding a professional fee? Perhaps someone held the levels of reward to be in keeping with standards satisfying the profession.

It is with regret that, as a younger pharmacist, I must record these impressions. I feel the "wind of change" is certain eventually to prevent a perpetuation of that situation, as those very establishments are unlikely to attract the attention of future "graduate" colleagues. But in the twilight of their existence they make the often-called-for task of "public relations" on a national scale almost impossible. It is surely worth reminding ourselves that the other retail outlets around us are not philanthropists of art and design but sound businessmen, who treat an attractive appearance for their premises as a wise and necessary investment. We, for our part, have behind us in the cosmetic and toiletries field an industry renowned for its compelling packaging and eye-catching sales aids. If those are set out with sufficient illumination in simple clean arrangements they provide colour and visual appeal.

Some small but regular expenditure on fabric or materials on which to set out displays (not white demy or N.P.U. wrapping paper, please!) would be rewarding indeed. Even better, why not engage a professional display artist for a couple of hours each week and add finally a touch of extravagance, such as a vase of flowers on the perfumery counter? Even the smallest concern could, I feel, go to that limit!

Despite the problems of reduced oncost, selective employment tax and other exasperating demands on the profit we make. it is surely right that, as a body of professional people, we should set higher standards for ourselves and require from our colleagues; that we should all begin to sow the seeds today in order to gather a richer harvest tomorrow. Only then will our present hypothetical ideals gain public acceptance and our desire to advance our social standing receive sympathetic hearing.

"Personality" with mass-produced fittings

W. M. ALLAN, LTD., Montford Street, Salford, 5, point out that, although Allan unit shopfittings are mass-produced, with consequent saving in production costs, the various veneers and colours available mean that the personality of the retailer

and the type of merchandise he carries can be faithfully reflected. The veneers are in sapele mahogany and pine, the infill colours, sliding doors, etc., in six colours or in neutral shades. Delivery times are currently 10-14 days.





Maintaining personal service

FOUNDED by the grandfather of the present proprietors, the pharmaceutical business of Starkey & Son, Ltd., Holland Park, London, W.11, naturally aimed at maintaining a strong element of personal service in the company's centenary "celebration" — a remodelling of the premises. The pharmacy, a busy one, was recently modernised by Counterpoint Store Equipment with the object of increasing its physical efficiency so as to cope with the increasing trade of the area. The locality is unusual in character in that it houses millionaires and old-age pensioners, successful executives and impoverished stu-"intellectuals" and unskilled workers, all living within a stone's throw of one another.

Apart from the old showcases that now form the dispensary counter, the interior has been completely refurnished. An illuminated sign, "PRESCRIPTIONS", in red lettering on a white ground is clearly visible from the street, though at the rear of the shop. A new ceiling carries a series of fluorescent diffuser lights for general illumination of the sales area. Pelmet lighting in the Counterpoint wall fixtures round the perimeter of the pharmacy provide supplementary illumination, highlighting the merchandise on display. The wall fixtures have alternate blue and white back panels, introducing a judicious element of colour. The fitments chosen give a comprehensive arrangement of cabinet and bulk-shelving display, both opened

The layout provides for a limited degree of self-selection, which for the most part is concentrated on the right side near the entrance, where a double-sided CounterOverall view of new installation of Counterpoint store equipment in the century-old business of Starkey & Son, Ltd., Holland Park, London, W.II.

point gondola unit is adjacent to open shelving and to bulk displays of popularly priced products. Two counters, one fully glazed for display and the other half glazed and incorporating a white panel, are placed adjacent to one another. Together with other merchandising units, they form a substantial service section of the pharmacy. The aspect of service is further emphasised by a cabinet display of toiletries on the left-hand wall.

The left-hand wall is broken by an entrance to the photographic department—a separate shop that has not been modernised. The fine old joinery with which it is furnished is, for the time being, being retained.

Starkey & Sons, Ltd., have modernised so as to achieve efficient retailing, to handle customers more promptly, and to display merchandise so that the customer has a clear vision of the full range of stock. It is also a major benefit to the pharmacist himself, in that modernisation enables him to have a more precise knowledge of his stock. The modernisation has been neatly effected, and personal service has, in the result, been retained, though with self-selection discreetly introduced.

Two pharmacies at Halesowen

TWO pharmacies in a new pedestrian-only shopping area at Halesowen, Birmingham, have been equipped by Counterpoint Store Equipment, Ltd. Though both use the same equipment, each achieves a distinctive appearance through judicious use of colour. The first, a pharmacy of F. A. Billington (Chemists), Ltd., has a polishedmahogany shopfront, a white, illuminated facia with red lettering and deep blue carboy symbol. The interior has a pale-pink tiled ceiling with suspended fluorescent diffusers and heaters, and grey-with-random-red floor tiles. All Counterpoint wall units have white back panels and black pelmets with illuminated merchandise signs in red, and red price strips

The larger Weston pharmacy has openbacked windows held in gold-anodised sashes, Facia is in white with the word "CHEMISTS" in deep blue, the name "WES-TONS" in smaller lettering fret-cut in gold transom and illuminated, Ceiling and walls of the interior are white, Pelmets and cupboard fronts are in mid-blue.



A view of the right-hand wall run of Counterpoint low-base units at Billington's pharmacy.

Below: A view of part of the 70-ft. long left hand wall run of Counterpoint units at Weston's pharmacy at Halesowen.





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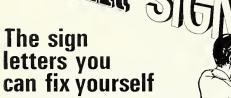
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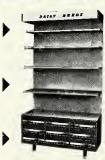
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New image for a Belfast pharmacy

A COMPLETELY new image has been created at the pharmacy of W. A. Beggs, Ltd., 130 Lisburn Road, Finaghy, Belfast, Northern Ireland. After consulting both his architect and the executive from the pharmacy planning department of the National Pharmaceutical Union, Mr. Beggs decided to build on at the rear of the existing premises, creating a new dispensary, store, staff and toilet accommodation, and gaining approximately 170 sq. ft. of extra selling space in the shop area.

After plans had been drawn up and agreed, a builder and shopfitter were appointed to carry out the alterations and, working to specified dates and times, they carried out the building work and installed a new shopfront, false ceiling, dispensary, office and shopfittings. Through all the work the business still carried on.

Stainless Steel Sections

The new shopfront and framed door are constructed of stainless-steel sections. The stall risers and lobby entrance are finished in white terrazzo and the pilasters are tiled with glazed briquettes.

The facia consists of Formica Beautiboard to the left-hand side. To the right, and returning round the gable of the building, it consists of white-painted timber boarding with 15-in. internally illuminated lettering reading "CHEMIST" at the front, with faces of letters showing blue-and-gold returns and matching built-up non-illuminated letters on the return.

The left-hand window is for displays. It is fitted out with display stands and



A view of the reconstructed interior, contrasted with (right) the shop as it was.

backed with clear plate-glass sliding doors, whilst the right-hand window is open-backed to give full view of the shop. The shop interior was extended towards the back, and a new suspended ceiling was installed with recessed modular lighting fittings. The floor was covered with Arlon tiles.

Fynestore open-style shopfittings were chosen. They give a comprehensive range of shelving, impulse bins, drawer units, film dispensing units, upper and lower showcase units, etc.

A half-glazed cosmetic counter with fullview glass top and a solid-topped pharmaceutical counter, both fitted with stock drawers at rear, were incorporated. Heating the shop was taken care of without loss of space by the use of Turboflo heaters in the plinth of the shopfitting units.

The dispensary is fitted out with Warerite-topped wet and dry dispensing benches. A feature of the dispensing is the use of the Fynestore pull-out Dispensmaster, giving 140 ft. of shelving in a compact area.

The office is panelled in pre-finished board, and fitted with a desk and shelving. All woodwork is finished in light oak.



The shopfittings, shopfront materials, floor and ceiling tiles, etc., were supplied by Fyne Storefitters, Ltd., Hertingfordbury Road, Hertford, and installed by their N.P.U.-approved agent, James F. McCue Ltd., 105-27, Mountpottinger Road, Belfast, 5.

Writing of the human aspect of the change, Mr. Beggs speaks of "trials and tribulations" encountered before and during the alterations. They were numerous, driving him at times almost to exasperation point, but all was finally worth the trouble. Reconstruction work is a head-





Reasonably modern as the old fascia (above) was, the windows and interior were on a model unsuitable to "open-window-display-minded" customars. With the new front (left) the shop interior becomes a display backing up those of the backless windows.



At left: New extended frontage in aluminium. Below: The shop as it was.



ache in any business, but in pharmacy the difficulties are multiplied a thousandfold, owing to the intricate nature of the work and the multiplicity of items carried.

The overstock was first of all packed into dozens of boxes, labelled and indexed and, with the assistance of a neighbouring shopkeeper and friends, stored in lofts and a garage. "My very best thanks," says Mr. Beggs, "are due to my fellow pharmacists in the neighbourhood for their wonderful help and understanding."

Reason for undertaking the project was that the public had fast become "open-display-minded", enabling them to look around and get attended to much more quickly. From the proprietor's own point of view the change has been well worth while, both from the financial aspect and as providing an environment conducive to better work. Turnover for the three weeks preceding Christmas 1967 showed an increase of 55 per cent. and for Christmas Eve of 72 per cent. From September 3 to December 31, allowing for teething troubles at the outset, there was an overall increase of $22\frac{1}{2}$ per cent. "All will agree that this is a good result."

"In closing," writes Mr. Beggs, "I would like to take this opportunity to thank Mr. K. Long of the National Pharmaceutical Union, architect of the new image, for the help and genius he

brought to bear on it; Mr. Moncrieff and his staff of Fynestore, Ltd., for the beautiful fittings, which are a delight to behold (the most convenient ointment pack and Dispensmaster are the last word in quick dispensing and automatic stock-keeping); and to James F. McCue, Ltd., and staff, who carried out the work. They deserve the highest praise for their courtesy, consideration and efficiency throughout the 3-4 week period of alterations."

Conversion to Aluminium

ALUMINIUM is changing the face of Britain's High Streets—and chemists are among the leading users of this clean, modern metal in their shop fronts. They are finding it pays to convert to aluminium. Mr. C. H. Beck, at whose pharmacy at 81 Upper Clapton Road, London, E.5, a new aluminium shopfront was installed in August 1967, said, when asked for his experience. "Turnover has already increased by 10 per cent. I am convinced that this is due to the new shopfront, which has attracted more customers than ever before." Often in attractively con-

trasting shades of natural, black, gold and bronze, aluminium is now a major feature of current shopfront design. Slim but strong, light but durable, the aluminium sections used by shopfitters to produce complete fronts or entrances for premises of all kinds offer considerable advantages to the user.

The metal has a long life and is easily maintained. The speed with which the aluminium front can be installed—often in only a few hours—means that almost overnight a shopkeeper can transform an old-fashioned exterior into smart, ultramodern premises, with slim, graceful lines offering maximum glass area in display windows and doors.

Many retailers in Britain have recorded increased turnovers of up to 30 per cent. after renovating with aluminium, one pharmacy in London actually showing an incredible 200 per cent, increase. In the United Kingdom today 25 per cent, of all shop renovations are, it is understood, being done in aluminium, against only 5-10 per cent, three years ago.

Aluminium sections for Mr. Beck's shop were supplied by Heywood-Helliwell, Ltd., Huddersfield, Yorks, one of the largest users of aluminium for shopfitting in the United Kingdom (their Slimline doors and shopfront sections are among the most widely used by the British shop-fitting trade.)

The company's turnover in supplying aluminium sections increased more than fourteenfold during the five-year period 1963 to 1967. They recently introduced several new products for the industry, including a light and inexpensive anodised aluminium door that is claimed ideal for internal as well as external use; and a range of interlocking facia-cladding sections designed to enhance the outside appearance of shops and other buildings.



STANDARD Showrax canopies of Storax, Ltd., Tower Works, Northfleet, Kent, are of plastic, but in the recently refitted pharmacy of W. R. Stimson & Co., 109 North Street, Belfast, 1, Northern Ireland (picture at left), a departure was made from normal in order to ensure a link with traditional pharmacy. The custombuilt canopy of wood is an obviously attractive feature of the refit.





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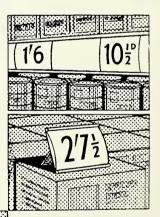
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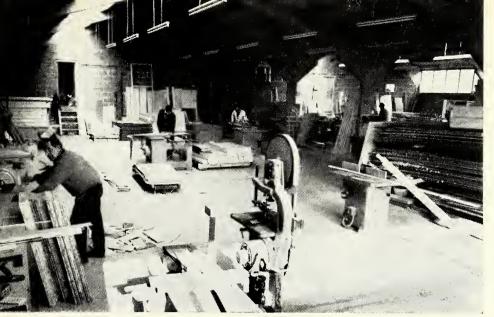
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Making shop fittings

WHEN Olney Brothers, Ltd., started trading as shopfitters in 1959 (both brothers had been in the trade for ten years) they specialised at first in fittings for newsagents, for whom they produced a Debonair range of fittings. It was an immediate success and the decision was taken to produce a range of fittings for pharmacists. The new range, Interplan, had a quite exceptional reception within the first six months—so great, in fact, that the brothers decided a new factory would be necessary to meet it. They acquired in Berkhamsted, Herts, a site over one acre in size and applied to the Board of Trade for an industrial development certificate, which was granted for a factory of 8,000 sq. ft. Building started from scratch on July 17, 1967, and by August 28 the whole works had moved from the Bedford Street fac-



Finished fixtures: Awaiting transport to a pharmacy.

Above: Machinery aids competitivness. Below: A discussion on the Inter-Brax system.



tory (still owned by the company) to the new premises in Northbridge Road, Berkhamsted. The moving of machinery, plant, stock, etc., went so smoothly that, during the move, which took only one weekend, and throughout the building operation, which from start to finish only took six weeks, turnover in production was maintained and even increased. That achievement was the more remarkable in that the time was a peak period in the shopfitting trade. Olney Brothers, who had built the factory themselves, felt that things could hardly have been better organised. Now, with their increased capacity for production and new machinery, they are in a position to offer more competitive prices. At an early stage it was realised that somewhere to display the fittings would be needed, so a small showroom was incorporated. Production started recently on a adjustable bracket for the shopfitting trade, and a separate company, Inter-Brax, Ltd., was formed. The system of shelving has advantages over many other systems. It can be adjusted to any position and holds tight without the aid of screws, hooks or slots, and should prove another great success for the organisation.

Fittings on lease

A BIG growth in the number of pharmacists using leasing facilities for modernisation is reported by the makers of Nordia fittings. The popularity of leasing in the present context of business and taxation is shown by the fact that about 40 per cent. of Nordia shopfittings are now obtained by that method. Hire purchase, on the other hand, has fallen from about 60 per cent. to less than 10 per cent.

Mr. D. F. Pearmain (Nordia's executive director) feels there is a parallel between the reaction to leasing and the public's reaction to hiring television sets some years

"I suppose most of us were rather than hivdubious about renting, rather than buying, our TV sets," he says. "Now few people would think of buying, the great majority simply rent them. Most business men now take the same view about leasing. They realise that there is no joy in ownership itself—but that the important this is to have the use of profit-producing equipment. Leasing not only makes that possible, it is also tax-allowable, and that means that capital can be put into stock rather than into fittings. We find that leasing has a particular advantage to the young pharmacist or to the newly qualified man starting his own business. It enables each of them to pay for his premises out of takings. It is significant, too, that most accountants nowadays are in favour of leasing. Among our own customers there are some to whom leasing has been such a benefit that they have been able to open a second pharmacy, which would not have been possible without credit facilities of this kind."

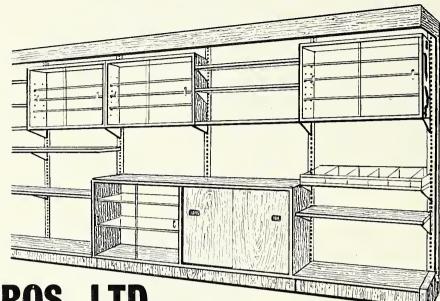
A leasing period with Nordia is five years, with repayment at the rate of (a) 11s. 10d. per week for each £100 up to £1,500, and (b) 10s. 5d. per week for each £100 over £1,500. That is the gross repayment amount, A limited company may claim the corporation tax allowance. An individual professional man, or partnership, paying the standard rate of income tax, may claim the full allowance. For both cases the gross figure per week may be reduced to as little as (a) 7s. and (b) 6s. 2d.

The concept of leasing in the United Kingdom is comparatively new, though since 1952 a whole new industry has grown up in the United States and Canada to provide the user of equipment with this new form of finance. Business men are now aware that, with the long trend of inflation, ownership of property may be an appreciating investment, whereas ownership of equipment rarely is. As a result, many companies are now investing capital into buildings and leasing their equipment. It is, after all, the use of equipment that earns a profit, rather than the ownership.

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PROTECTION: The more expensive Toiletry preparations can be seen, but are protected by the counters.

In the majority of situations the cost of equipment must be written off over its life. With the increasing speed of change that is tending to become more brief, and the cost of replacement higher. To keep in step with that progress flexibility is needed, and that implies much more frequent replacement of obsolescent equipment, coupled with the possibility of bringing in additional new equipment whenever necessary, even if only for a limited period.

Nordia find that it is the word "flexibility" that makes leasing so attractive as a means to the vital replacement of shopfittings for modernisation. Additional purchases, particularly if they are unexpected, may be difficult to fit into a pharmacist's budget, whereas leasing ensures that finance is provided at the outset for the full life of the equipment at rates fixed in advance,

Leasing, with its no-deposit and extended payments, is not the last resort for new and impecunious operators who cannot afford other methods of finance. It is designed as medium-term capital for businesses with a good record of operation.

Since the leasing company is bound by its contract over a period of years, its vetting of prospective lessees must be stringent, and only equipment of known good quality will be leased. The leasing is at interest rates that are fractional when compared with hire purchase or even bank interest. All this is possible because, as owners of the equipment, the leasing companies are able to claim the initial and depreciation allowances.

Not Hire-purchase

Leasing is superficially similar to hire purchase, where one obtains equipment by extended payment. It differs, however, in one important respect: title to the equipment remains permanently with the leasing company. It must normally do so if all rental payments are to be treated as a tax-deductible expense by the lessee, instead of, as with hire purchase, claiming investment allowances on the capital

payments, where the interest element is only treated as an expense. Here leasing can often give a tax timing advantage and, during the early years, gives a lower net cost and thus a supplement to the working capital freed. Equipment on lease does not, of course, require a balance sheet entry.

While the lessee may forego the right of ownership, that does affect his use of the equipment, which he will continue to have for as long as required. Pride of ownership has always been a powerful force, but the mere act of owning is not necessarily a realistic business practice under the conditions that govern today's economy.

What produces a profit is, as has been said, the use of an asset not its ownership, and leasing for a minimum of cash outlay provides the profit-making potential of the equipment. After the initial agreed contract period, a lessee has an annual option to renew or not, the renewal rental being purely nominal.

As Nordia's David Pearmain sums up: "Leasing really means that you pay for today's value with tomorrow's cheaper money."

A "Landmark" in Aberdeen

A MODERN landmark in Aberdeen is the Grandfare store at Shiprow/Castle Street corner. Building of the store commenced in the spring of 1966 and was completed within eighteen months. The site, for which old buildings were cleared, overlooks the harbour and is near the Old Market Cross in Castlegate, now a terminus for city transport and just off Union Street, the city's main thorough-fare

The store was designed to provide as complete a shopping centre as possible, and it was considered that such a project must include a pharmacy. Widespread interest has been aroused by the store itself, which is one of the largest and most modern in Scotland, and pharmacists from a wide area have been welcomed as they have called to see Aberdeen's newest pharmacy, which sets a new trend that has every appearance of being adopted elsewhere. The dispensary of the new pharmacy was fitted out by Hall & Co., while the Richmond Shopfitting Co., Gravesend, installed Showrax shelving and glass wall cases for display and sale of merchandise.

Happy Chance

To a generation of older pharmacists there is coincidence in recalling that, a few yards from the main entrance to the store, towards the last decade of the nineteenth century, the late Charles Simpson opened his pharmacy at No. 1, Exchequer Row, and built up the well known dispensing business before transferring to larger premises nearby.

IN DEPTH: The fixtures give a feeling of added spaciousness by emphasing the perspecture.



TODAY'S cash register — as every progressive pharmacist knows — is rather more than a "till." It's not just a machine for storing money but more for keeping a cumulative sale-by-sale record of purchases itemised by department or class of goods with as much detail as required.

In the past few years chemists have had to stock a vastly increased variety and volume of goods and there has also been a great rise in competition from other outlets, particularly supermarkets. So it is more important than ever to benefit from the latest advances in shop design and from equipment that tends to minimise the need for staff and helps increase sales per assistant

characters—like those that nowadays decorate cheques — that can be fed directly into a computer. With that last refinement the cash register can help to control stock as well as record sales, and the print-out received from the Computer Centre (for a surprisingly low cost) gives an incredibly itemised breakdown showing sales per item or group of goods, sales per assistant and many other vital statistics.

Main consideration governing the siting of a cash register must be the convenience of customers. As shops vary so much in size and shape definitive advice cannot be offered but it is certainly advisable to have the machine (or one of them in a multimachine shop) near the door.

Siting the Cash Register

CUSTOMER CONVENIENCE AND SUPERVISION

When he is considering where to place equipment in a shop its uses must be uppermost in the mind of the person responsible for the design of the premises. And each item must be considered as part of the whole.

A Control Over Takings

A cash register provides a degree of control over takings and may be varied to suit the requirements of any pharmacy. Attachments to standard models make it possible to overprint handwritten documents, deal with payments to suppliers, and even provide an audit roll printed in the stylised

Sited thus the cash register becomes a valuable security device as well as providing a "once only" payment position, whatever the number of purchases.

There are still a large number of pharmacies where toiletries are on one side and drugs on the other. All right, perhaps, for shoppers who know the routine but infuriating for those who do not! A cash/wrap point near the door certainly minimises inconvenience to customers in that situation.

Pharmacists who do favour a checkout close to the exit do not, of course, have to make the front of their premises look like a supermarket with a rail tightly controlling customer traffic. Such an arrangement, some chemists may think, conflicts with the personal service which customers traditionally associate with them. A simple L-shaped counter (say 30 in, high and 4-5 ft. long) is all that is needed, though most pharmacists prefer dispersed cash/wrap points. Nevertheless, a fairly narrow aisle through which customers must pass to leave the shop is advisable—especially where shops are designed according to the modern principles of self-selection, with easily pilferable canned, packed and bottled goods stacked on gondolas or "island"

As a cash register must be manned for at least some of the time it can, if intelligently sited, provide a valuable supervisory position. Most small shops can be viewed completely from the door, but in premises of "dog's leg" design another site may be preferable. And if the proprietor himself prefers to man the cash point — though there is really no need for him to do so, with the security devices that are an integral part of the modern sales register—then that, too, could be a reason for a more central position.

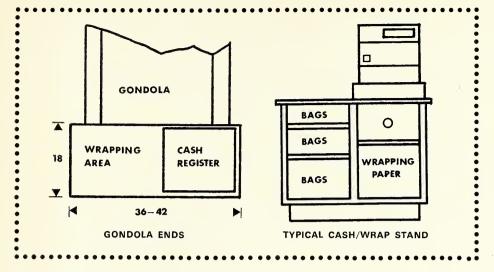
Where the dispensary is at the rear, rather than along the side, it might be advantageous to have the cash register at the back; particularly when pharmaceutical items — which need the closest supervision — are often stocked well away from the shop exit.

Cash Points

As a business grows there will inevitably be a need for more cash points. What are the principles governing their selection? There are really only the two that have been discussed above: customer convenience, which is of paramount importance, and ease of supervision. Extra registers should be so positioned that they can help control specified areas of the shop-but always dependent on customers' needs. They can either be set in shelving nor put on "cash and wrap" stands, which are often best placed at the end of a gondola display (see diagram). The position of the cash register must never be considered in isolation from the overall shop design and the placing of other fittings. The proprietor must ask himself before plans are finalised whether the machines, as an integral part of the shop furniture, will facilitate purchasing, ease customer flow and allow for effective supervision.

Today there is a definite trend in pharmacies towards what might be described as "self-service with a personal touch." Despite the arguments that have been put up against self selection in pharmacies the overwhelming case for some form of help-yourself arrangement is its undoubted ability to raise earnings capacity; the results of the National Pharmaceutical Union's Pharmacy Modernisation Project proved that conclusively.

SUGGESTED CASH POINTS PHARMACY GONDOLA SHELVING \mathbf{A} CASH Left: In **A** wall shelving REGISTER CASH WRAPPING 18 REGISTER AREA 36-42 X WRAPPING 36 - 42AREA SLIGHTLY RAISED 18 _ PLATFORM IF DESIRED 18 ▼. Right: As in a gondola



SEATS MEDICIHAL DRUGS SURGICAL COUNTER YARDLEY C077 SPONGES TOILETRIES SHAMPOOS FOOT AIDS BABY DIETETIC REQUISITES 7075

Instead of the check-out point associated with Supermarkets, a simple L-shaped counter (as at bottom right of diagram) might serve the purpose more suitably for pharmacists, though many may still prefer dispersed cash/wrap points.

Why Modernise?

SIX PROBLEMS FACING THE RETAIL PHARMACIST

AS well as the problems that arise from his professional obligations the retail pharmacist must face others that affect his retail trade. Among them are:—

- The tremendous increase in volume and variety of consumer goods in recent times has imposed difficulties on the physical capacity of the shop and its staff.
- Competition has inevitably arisen from such places as supermarkets, variety stores, department stores and mail order houses. Evidence of the competitive effect of other shops is given by family expenditure on medicinal, toilet and photographic goods, which increased by 43 per cent, between 1957 and 1962, whereas chemists' sales increased by only 33 per cent.
- Operating costs continue to rise and now amount, in an average pharmacy, to 15 per cent. of sales. Salaries, largest element of cost, increased by 25 per cent. between 1957 and 1962 and are still rising at 4 per cent. to 5 per cent. per year.
- 4. It is becoming increasingly difficult to attract staff of the right quality to maintain the service that has been customary. The service suffers particularly during peak trading periods.
- Many major manufacturers and distributors have a tendency to concentrate their promotional activity

on those outlets which they consider are more responsive to modern merchandising techniques.

6. Until a more favourable agreement is reached with the Ministry of Health on remuneration, the dispensing service, which is usually about one-third of the business, will not be as profitable as it should. Even if those conditions improve, the pharmacist must put himself in a strong position to meet the extra competition that will arise from the abolition of price maintenance.

Many pharmacists have introduced "modernisation" often only on the basis of improving the appearance of the shop. To obtain the most favourable return on the expenditure, modernisation must be a carefully considered scheme whose primary object must be to increase sales without a proportionate increase in the cost of operation. The best layout for any shop depends on its characteristics and shape. It is important, therefore, that experienced advice on planning should be obtained. Normal modern wall shelving and gondolas will accommodate most chemist goods, but adaptations have been developed for displaying those items that have exceptional features, such as being small or needing protection. A pharmacy will probably need a little more counter service than the average modern shop. It is essential, however, that it be kept to an absolute minimum and, if the staff position does not permit the counter to be manned continuously, then it should be eliminated.

Scope for "Open" Displays

The extent to which chemists' merchandise can be openly displayed is often greatly underestimated. The only items which the pharmacist has an obligation to keep under control are scheduled poisons. They can be dealt with at the same counter at which prescriptions are accepted and issued. Such a counter could be considered a "demand" department.

Trading surveys of pharmacies after modernisation have shown that increased business has followed, and that, though modernisation was essentially designed to improve counter sales. National Health Service business increased also.

Average sales per assistant in the National Pharmacy Modernisation project were increased to £85 per week, which compares favourably with the figure of £65, which is the average for all pharmacies, as was revealed by the Census of Distribution for 1961. Boots, Ltd., who have embarked on a major modernisation policy, have experienced a 33 per cent, increase in assistant productivity in five years. In productivity of space the National Pharmacy Modernisation project produced sales of £72 per sq. ft, per year, which is better than the productivity of the average supermarket.



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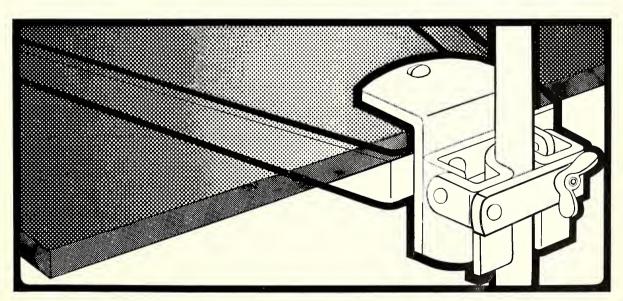
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Some recent developments in PEDIATRIC THERAPY R. H. LEACH, B.Pharm., M.P.S. (chief pharmacist, Birmingham Children's Hospital)

NO attempt has been made in this article to review recent additions to the therapeutic armamentarium of the paediatrician. Instead, a few conditions and their therapy that are of particular relevance to practising pharmacists are discussed.

Iron Poisoning

One of the most valuable recent contributions to paediatric medicine has been in the treatment of iron poisoning. It is still not widely appreciated that as few as ten ferrous sulphate tablets, B.P.C., can kill a small child, and that sugar-coated iron tablets appear to the toddler identical with the highly prized "Smarties". Greater thought is needed in prescribing, better packaging and warning when dispensing, and double care when storing in the home. In normal conditions iron absorption from the gut is exactly controlled by the available apoferritin in mucosal cells. Dietary iron combines with this protein to form ferritin, and enters the normal iron cycle as that complex. In the presence of a large excess of iron in the gut the above mechanism breaks down, and ionised iron appears in the blood. Until recently no specific therapy was available for treatment, and the child either recovered, from relatively small overdosage, or the vomiting, diarrhoea and melaena gave way to acidosis, as evidenced by hyperventilation, shock, convulsions, coma and death.

Desferrioxamine B (Desferal) has completely altered the prognosis if the compound is given soon after iron ingestion. The drug chelates ferric ions, rendering them non-toxic, while the kidney readily filters off the soluble low-molecular-weight complex formed. Therapy is tailored to the individual patient but always includes immediate intramuscular administration of 2 gm. of desferrioxamine mesylate, gastric lavage with sodium bicarbonate, and subsequent oral administration of 5 gm. of drug to take up any iron remaining in the gut. Further parenteral desferrioxamine B is usually required, together with correction of electrolyte imbalance.

Diazepam (Valium), nitrazepam (Mogadon) and carbamazepine (Tegretol) are useful additions to the existing anticonvulsant drugs. Diazepam is being used intravenously in status epilepticus (rapidly repeated fits without intermittent periods of consciousness) usually in conjunction with paraldehyde, phenytoin or barbiturates. Nitrazepam, either alone or with established anticonvulsants, is currently being evaluated and may, with ACTH, prove useful in patients with myoclonic seizures. Such patients are generally more resistant to the conventional drugs. Carbamazepine is apparently helpful in some children with grand mal, while ethosuximide has become established as the drug of choice in petit-mal.

Leukaemia

Leukaemia is a neoplastic discase characterised by the abnormal production of leucocytes. It is classified either as chronic or acute, and described according to the type of white cell affected (i.e. lymphatic, myeloid, and monocytic). Modern drugs are slowly improving the management of the acute leukaemias of childhood. The early course of the acute disease is characterised by recurrent infections and "bruising". Often quite suddenly fever, sore throat and nasal bleeding occur as the first crisis presents. The white cell count at this stage is usually between 20,000 and 50,000 per cu. mm., and contrasts with a normal figure of 7,000. About 90 per cent. of leucocytes at crisis are the immature blast cells not normally seen in the blood. The object of treatment is to destroy the production of abnormal cells, causing the minimum of damage to other rapidly dividing body tissue. Steroids are specific in attacking tissue budding off leukaemic cells, and may actually cause destruction of circulating blast cells. Maximum doses are used. For example, prednisolone, 50 mgm. daily, is common until remission follows. The mode of action is unknown. In about 50 per cent. of childhood leukaemias (cf. 15 per cent. adult) a complete remission is effected by steroids alone or with antimetabolites when used for the first time, but

subsequent courses unfortunately give progressively less satisfactory results and shorter periods of remission.

The antimetabolites, 6-mercaptopurine (Purinethol), which inhibits purine uptake, and methotrexate, which interferes with folic acid metabolism are used either where the disease has become refractory to steroids or as maintenance therapy during remissions. Treatment is usually arranged by the hospital, as frequent haematological checks are necessary to assess results and guard against severe bone-marrow depression.

When further antimetabolites cannot be used, vincristine is given. This new alkaloid obtained from the periwinkle must be used intravenously. Neurotoxic side effects (for example ataxia and paraesthesias of fingers and toes) occur, together with the stomatitis, vomiting, gastrointestinal ulceration and of course bone-marrow depression (which are also given by the antimetabolities).

Rubidomycin, a new cytotoxic agent, seems likely to find a place in the treatment of acute leukaemias. Other therapeutic measures include transfusion and full antibiotic treatment at the first sign of infection.

Pharmacists in general practice will be familiar with the alkylating agents chlorambucil (Leukeran), cyclophosphamide (Endoxana) and busulphan (Myleran) used in the treatment of chronic leukaemias, which occur more frequently in adults. The alkylating agents are a miscellaneous group of drugs which are chemically highly reactive. They are capable of replacing hydrogen atoms with alkyl groups in several cellular components including deoxyribonucleic acid (DNA - the genetic material), thereby preventing cell division.

Fibrocystic disease

Another disease of childhood with a slowly improving prognosis is fibrocystic disease of the pancreas (mucoviscoidosis). This disease is inherited as an autosomal recessive and is characterised by a dysfunction of all secretory

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has made earlier recognition of the disease possible. It depends on the fact that fibrocystic children secrete abnormally large amounts of salt in their sweat. In practice, gauze swabs are washed until sodium-free, dampened with pilocarpine nitrate to increase sweating, and strapped to the arm for, say, two hours. Finally the sodium chloride is eluted and estimated.

Pancreatic insufficiency is overcome by gradually increasing oral pancreatin until both the frequency and the fatty content of stools is reduced to a minimum. Early diagnosis allows prophylactic measures to be taken to lessen the pulmonary complications. These arise from the increased viscosity of mucous in the respiratory passages, thus reducing the expulsion of foreign bodies and debris from the lungs, and giving rise to stagnation of pulmonary secretions. This in turn creates an ideal environment for microbial growth, which is eventually the cause of death in most fibrocystic children. Treatment includes breathing exercises, postural drainage, full chemotherapy of acute infections and prophylaxis at least during the winter months. Staphyloccal infections are particularly significant in causing progressive pulmonary deterioration and therefore call for full dosage of tetracycline, erythromycin, cloxacillin (Orbenin) or perhaps sodium fusidate (Fucidin). Neomycin sulphate inhala-

tions are frequently employed as additional therapy, 4 mils of 12.5 per cent, solution being nebulised over a period of 20 minutes. The particle size of the mist is critical (of the order of 5μ) if the material is to reach the lungs, and for this reason the Wright nebuliser is generally used. Pharmacists may be called upon to arrange for similar therapy with ampicillin (Penbritin), cloxacillin, the polymyxins (polymyxin B and Colomycin) and amphotericin B (Fungizone). These inhalations are conveniently prepared by reconstituting with sterile saline the normal injection vials of the various antibiotics. Such therapy is used both in flare-up infections and for prophylaxis.

Sickle-Cell Disease

As a result of immigration, paediatricians are seeing more cases of sicklecell anaemia, a chronic haemolytic disease due to the presence of the abnormal haemoglobin S. This inborn error of haemoglobin synthesis is inherited as an autosomal co-dominant and occurs almost exclusively in the negro race. Haemoglobin S has the property of forming elongated crystals under conditions of reduced oxygen tension, and this probably accounts for the sickle shaped erythrocytes characteristic of the disease. These abnormally shaped cells cause increased viscosity of the blood and a tendency to "clubbing"

and capillary obstruction. Sickle-cell crisis commonly presents as an acute abdominal pain or swelling and pain in extremities, and is caused by local infarction. Treatment consists of analgesia and intravenous magnesium sulphate (up to 2 mils of the usual 50 per cent. intramuscular injection diluted and given slowly). Magnesium ions delay blood clotting and cause local vasodilation. Magnesium salts are poorly absorbed (hence their use as saline purgatives), but there is evidence that, when they are attached to an aminoacid carrier, better uptake occurs in the gut, thus magnesium glutamate (35 per cent. solution - Macarthys) has been used following the intravenous therapy outlined above. Since sickling is enhanced at acid pH, sodium bicarbonate is given prophylactically to maintain a mild alkalosis, the dose being adjusted until the pH of urine is between 7 and 8 when tested with narrow-range indicator paper. The acute anaemia caused by destruction of sickle cells may need correction by transfusion.

Much of the therapy described above is purely symptomatic and of temporary value. The need for better understanding of disease processes is evident and some major therapeutic advances must await that knowledge. In some hereditary diseases alleviation of suffering is more effectively achieved by genetic counselling of parents,

PERHAPS the most important complaint of a mother of a young baby is that he has "such a lot of wind" or that "the milk does not agree with the baby because he is crying, drawing his legs up and getting blue in the face with pain." Those complaints usually start soon after the mother has returned home from the hospital faced with her new responsibilities. The baby usually cries in the evening or at night, and long screaming bouts that cannot be easily consoled cause anxiety and the mother finds the baby difficult and trying. Very soon the father who supports his wife finds it difficult to bear the baby's screams. Sometimes the grandmother is involved too, and a general state of unease prevails in the home.

The term "colic" is used to describe

the sometimes complex paroxysmal abdominal pain of intestinal origin. The paroxysms may persist for several hours, the baby's face becomes congested or blue, the abdomen is distended and tense, and the legs are drawn up on the abdomen, though they may be momentarily extended. Hands are often clenched and feet are cold. Passage of faeces and flatus may bring relief, or the infant becomes completely exhausted and falls asleep for a short time, only to wake up with another paroxysm of pain in a few minutes. The cause of the recurrent attacks is usually not apparent. They are most probably associated with a wrong feeding technique, swallowing too much air which, if it is not relieved, enters the small intestine. Sometimes over-feeding or excessive sugar

content of feeds is a cause, though it must not be forgotten that worry, fear or anger may start the colic independently of a multitude of other factors. Certain infants are more susceptible to recurrent attacks of colic, indicating basic temperamental vulnerability. It must also be remembered that crying from intestinal discomfort is seen in infants with intestinal allergy to some sugars, such as lactose or sucrose. When the baby shows signs of any such intolerance and fails to thrive, investigation should be carried out in hospital. Another important factor to remember is that intestinal obstruction or perinatal infection may mimic an attack of colic, and the diagnosis of those conditions must be excluded

Breast milk feeding is generally en-

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Mothers write over 4,000 letters to Heinz every week about their babies.

Many are requests for the helpful "From Milk to Mixed Diet" booklet, which Heinz provide free.

Others ask Susan Baxter, a qualified specialist, for help with specific feeding problems. And many just write to say how well their babies are doing on Heinz Baby Foods.

Then, hundreds of mothers write in for nursery equipment, which the Heinz Baby Club offers at a useful saving.

But not all the extra services provided by Heinz come through the postman!

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And Heinz advertisements are another source of factual information.

This year, these will be seen regularly in the 24 most widely-read women's magazines—and on television.

Mothers call on Heinz for a lot more than the nourishment their babies need!



H.J. Heinz Co. Ltd., Hayes Park, Hayes, Middx.

couraged as the best nutrition of a baby. It has several advantages over other milks, but often one is faced with the mother's unwillingness to nurse her infant. Occasionally that amounts to a definite resentment of this method of feeding and, when a certain amount of guilt feeling is connected with this attitude, the worry has an adverse effect on the supply of breast milk, and in consequence the baby swallows a lot of air and little milk. Hunger cries start a vicious circle, causing more worry to the mother, especially when the weight gain is not good. It is important to establish what is the real maternal attitude to breast feeding before encouraging the mother too firmly to continue something which amounts to an ordeal. If one is well satisfied that the mother does really wish to breast feed, her confidence can be restored by advising a rest in the middle of the day for an hour or two, an early bed-time, and light massage of the breasts. The use of galactagogues, such as Lactogen (a teaspoonful three times a day) may sometimes be helpful, and the supply of milk may rapidly increase, improving the baby's intake and resulting in good weight gain. That relieves the mother's anxiety, and the problem of colic resolves itself gradually. If the milk supply should not increase much in spite of all the measures taken, complementing with cow's

milk should be advised, and a standard milk preparation should be offered after test-weighing the baby following five-minute feeds at each breast. When the breast-feeding regime is used it is important to watch the breast, which can become over-engorged, for the baby will be unable to get the milk owing to pressure of ducts behind the nipple.

The engorgement can be prevented by mother's expressing the excess milk by manual method, and by gentle massage of the breasts, which helps the engorgement to disperse. The danger of 'caking breasts" usually occurs during the first weeks of lactation and it is during that time that the severe and painful form should be guarded against, as it invariably causes an inability on the part of the infant to start the milk flow, the result of unsuccessful feeding manifesting as intestinal colic. In the severe cases it may be necessary to prescribe 5-10 mgm, of stilboestrol three times a day for twenty-four hours in order to reduce congestion and reestablish satisfactory feeding. One often hears that, on return from the hospital, the breast milk supply fails.

Importance of Feeding Technique

The technique of breast feeding is important in preventing colic. The relaxed position of the mother, whether she is sitting in a low chair or lying down on the side of breast at which the baby is feeding, is of utmost im-

portance. In the sitting posture, holding the baby in the crook of one arm so that the other hand is free to hold the nipple is the best way whilst, when lying down to feed, it is important to give the baby enough room, as his face must not be buried in the breast, preventing him from breathing comfortably through his nose. Another important thing in breast feeding and preventing excessive air swallowing is keeping the baby no longer than ten minutes on each side, and relieving the air that may have been trapped early during the feed, otherwise airpockets could be formed in the small intestine and colic would result. Air swallowing normally occurs during infant feeding whatever the method of feeding. Whenever the flow of milk is slow, and the breast supply inadequate, artificial feeding of one of the standard milk preparations should be considered; it should also be considered when mother is decidely against breast feeding and has made up her mind against it, when no measure of encouragement will change her attitude. Lactation should then be stopped and the baby put on the bottle. In some cases there are definite contraindications to breast feeding: a disease of the mother, such as chronic nephritis, eclampsia, pulmonary tuberculosis or malignant disease, Cracked nipples and breast abscess may be strong indications for weaning, whilst certain deformities in

TAKILEX

Thanks for waiting all these years

The Public Health Department recently proved what you've known for a long time - that the Milton Method of sterilising teats is much safer than boiling.

So we've developed - after years of research - a teat specially for Milton sterilisation. We've called it Golden Claritex. It stays resilient soft and safer longer than ordinary teats. Yet it only costs your customers a penny or two more.

Your customers will be looking for Golden Claritex. Make sure they see it in your shop. On this superb eye-catching display unit. Yours free if you send the coupon today.

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Please send free Golden Claritex display unit.

Name(please print)

Business address.....

GOLDEN claritex

Remember: the good ideas come from Griptight

the infant, such as hare lip and cleft palate, make breast feeding quite impossible, and often spoon or pipette feeding is the only alternative.

The technique of feeding is important in preventing intestinal colic. Care must be taken to see that the teat is of the right size and has an adequate hole. The flow of milk from the bottle should be easy and air should be allowed to replace the milk sucked out from the bottle. That is done by removing the teat from the baby's mouth from time to time. In the past, intestinal colic used to be known under the name of "three months' colic," being related to milk feeding and connected with four-hour rigid schedule; today, such a rigid schedule is no longer adhered to. The mother is advised to be prepared to feed the infant at 2-4 hour intervals, if necessary, and not to wake the baby in order to keep time. This method of "demand" feeding has probably contributed to the reduced frequency of the complaint. If supplementary feeding is given in a bottle, sugar should not be added (or given in only small amounts) as the infant may then prefer the bottle to the breast milk. In addition, excessive fermentation of sugar in the intestine may in itself be the cause of gas collection and colic. Certain mechanical factors in the neonate's gastrointestinal tract play a part in air trapping and colic. The capacity of stomach at birth is only 30-50 cml, and as it is placed transversely in the abdomen with a certain amount of air always present, the feed tends to collect in the uppermost part. If uninterrupted feeding is continued (the child lying on his back or placed on its side after feed) air passes through the intestine easily. Distension causes the infant to be unable to take the full feed and therefore it is advisable to interrupt the feed early by holding the baby on his abdomen on right side and then bringing him into an erect posture so that the air bubble is eructated before the stomach movement sweeps it into the intestine.

Relationship With Emotional Life

A most important aspect of feeding of the newborn is the relationship the process has to the child's future emotional development, Intestinal colic may only be a symptom of a disturbed mother-and-baby relationship. quality of holding and handling the baby is of utmost importance, and the lack of adaptation of the mother to the baby's needs during feeding, whatever the method, the lack of "primary maternal preoccupation" instinctual play between her and her child, will result in a demanding baby, screaming both with wind and with colic. It is important to evaluate the maternal capacity, as the future relationship of the child to the actual

world around him is largely based on this primary experience of motherand-baby play, for then more than just the colic should be treated. The mother may need a great deal of support and sometimes expert psychological treatment but active interfering between her and the baby should be avoided (Winnicot). Severe anxiety and depression must be discovered early.

Treatment of "three months' colic' does not always produce good results and often time and weaning cure the condition. In severe cases carminatives and anti-spasmodics given before feeds may give occasional relief. Once again it is important to teach the mother the technique of bringing up the wind but neither suppository nor enema should be used to stimulate passage of flatus or stool. Sedation is occasionally indicated for a preliminary attack and at times an antihistamine preparation may be used for its sedative effect. Mother may need sedation or mild tranquillisers over a period of time. In mature babies gaining weight adequately small amounts of easily digestible starch, such as baby rice, may be given with the feed, or Complan or Benger's food used to thicken the feed when the baby is unable to take the full quantity.

Encouraging Parents

Generally colic cures itself, and encouragement to the parents so that their confidence in handling the baby grows is most important. Often mothers will ask whether they should allow the baby to "cry it out." There is no reason why the mother should not console her baby when he is in pain, and one always feels that, when the baby has a colic, taking him into her arms, changing his position, putting him on his abdomen and giving him the comfort of touch and nearness will help. These are the needs of man in all ages, and early deprivation tends to produce individuals who later on in life cannot give or take this life-enhancing and stimulating quality that is called love.

DETERGENTS AND BABY

THE world of synthetic cleansing agents has undergone tremendous technical changes and much development since the first sulphonated branchchain alcohols appeared from their petroleum sources in the late 1930's. The chemist in devising those substances works in a flexible area, for he can virtually construct his own molecular pattern on a tailor-made basis according to the end which he aims to serve.

In devising materials, for example, for use in the nursery he is able to make due allowance for the all-important fact that the favourable environment of the human body tends towards acidity-nature uses an acidic medium as a protective device. The presence, for example, of hydrochloric acid in the stomach, of lactic acid in the vagina and of the lower fatty acids in the skin secretions are all examples of nature's acidic mechanism. In the case of the skin the dermatologist labels this the "acid mantle" and, desirably, nothing should interfere with it.

The use, therefore, in baby's bath and as a shampoo of a synthetic cleansing agent or detergent will clearly require it to be slightly on the acid side of the pH scale. Present on the skin is the natural resident flora, and that may well contain such organisms as Staph, albus and other bacteria antagonistic to Staph. aureus. That balance of the skin's mantle is maintained against the washing action, provided always that the acidity of the mantle is not upset. Clearly, then, the use of alkaline materials would be undesirable in disturbing that mantle and thus inactivating the defensive bacteria.

It is important to remember that babies are much less resistant to bacteria than are adults since body weight is substantially less pro rata, the membranes are thinner and more delicate and immunity is slight or nil, Clearly, therefore, the detergents to serve baby's needs are deserving of the utmost study to ensure that the natural mantle is protected and ideally that a substance such as, for example, hexachlorophane is present to sustain the skin defence until such time as the natural immunity builds up.

Shampoos and Their pH

It has long been recognised that shampoo substances should be acidic in reaction, again in order to avoid interference with the natural condition of the hair. There is a good deal of evidence that the neonate tends to develop a resistance to the bath when it is confronted by the stinging action of the cleansing agents in the eyes, but

The new Gerber campaign will solve a lot of problems.

Including yours.

'Our problems are little ones' is the theme of our great new campaign for Gerber Baby Foods. And it's going to make your profits big ones. The ad shown here is from the campaign, just beginning in the women's weeklies and specialist press.

the time babies have really big appetites for Gerber. And so we make sure those mothers buy plenty by sending them regular Gerber mailings and vouchers.

And our new campaign will shortly see us increasing



today the wide range of molecular bricks available to the chemist makes possible the construction of detergents free from that exceedingly unpleasant eye sting.

While conditions within the home expose baby to its own bacteriological environment, it has to be recognised that the surface of the bath in hospitals, for example, can itself become an infected medium. For this reason, therefore, the cleansing aid or detergent would, when correctly formulated,

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give a brilliantly germical action on the bath surface.

Clearly, in devising this particular compound the chemist would have concern for the fact that most water supplies in this country are hard, and would be concerned, therefore, to see that the cleansing aid used does not produce precipitation of the mineral salts with a resulting bacteriologically viable film depositing on the bath or indeed on the skin. The nursery detergent would therefore give a brilliantly

clear solution even in the hardest water.

It is important to recognise that today the chemist chooses his molecular bricks in order to build the detergent to suit the specific need, and that it is no longer necessary to accept reactions upon the skin, which were associated with some of the earlier and comparatively simpler compounds of thirty years ago. Today, indeed, it could be said that the nursery detergent is truly built for nursery use.

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BABY FEEDING

REQUISITES for the nursing mother

A MANUFACTURER who sets out to offer a range of baby feeding products must be prepared, from the outset, to maintain high standards of hygiene in the design, production and presentation of his products, and to use the highest quality materials available. He must therefore be aware of the rapid developments in new materials suitable for product manufacture, and be in a position to evaluate them using laboratory testing procedures.

Teats and feeding bottles are basic to any group of products for this market and, while traditional materials such as glass for feeding bottles and natural rubber for teats are still used, the newer plastics and synthetic materials are making rapid progress.

Advantages of New Materials

New materials offer advantages in terms of weight, durability, reduced risk of breakage and ease of transportation, packaging and presentation. The development of translucent and transparent plastics has made available to the nursing mother a choice of hygienic, light-weight feeding bottles with virtually unbreakable characteristics. Fitted with efficient closures, these products are safe to use, easily sterilised and functionally efficient.

Another notable advance is the use of siliconc rubber for the manufacture of wide- and narrow-nccked feeding-bottle teats. An inorganic material, silicone rubber has been accepted by the medical and nursing professions for a number of applications, one of which is the silicone teat. Unlike natural rubber teats, it retains its consistency permanently, can be steam-sterilised or boiled without deterioration or affect-

ing the hole size, and is non-porous and non-toxic. The same teat may be used repeatedly from birth to weaning.

Product Design and Presentation

Feeding-bottle design is constantly under review in order to exploit to the full the advantages of new materials and to improve standards of hygiene in baby feeding.

The easy removal by the mother of feed residue from the feeding bottle or teat after use is an important consideration if those requisites are to be kept free from harmful bacteria. Consequently the design of both bottles and teats tends to avoid corners and angles. which are difficult to clean. William Freeman & Co., Ltd., have recently developed a new ergonomic feeding bottle in glass-clear, unbreakable plastic, which offers a considerably improved degree of control in use, and which may be sterilised by any of the accepted methods. New packaging techniques, such as transparent "blister" packs, which exclude contamination by handling, are employed to present teats in individual, sealed packs for immediate sale to the customer, who can choose wide-or-narrow necked designs with large, medium or small hole sizes.

Wide Product Range

In addition to the standard 8-oz. and 4-oz. capacity feeding bottles presented in a choice of wide and narrow neck designs, the product range includes accessory items such as boilable plastic mini-feeders, with teat and cleaning brush, for feed supplements and fruit juices.

Night feeding is catered for with the production of inexpensive insulating

containers that keep feed warm for up to four hours. These light plastic containers also make travelling easier for the mother who may prepare feed in advance of a journey.

Successful Bottle Feeding

The object of the manufacturer is to combine the advantages of natural feeding with the best practice in successful bottle feeding. In order to achieve that, ideally the same teat should be used repeatedly to create psychological satisfaction, and the hole size should remain constant to ensure adequate nutritional standards.

The use of different teats with varying hole sizes and profile variations tends to create infantile frustrations and dissatisfaction, hence the increasing interest in the silicone rubber teat, with its ability to stand repeated use and sterilisation without physical alteration.

Manufacturing Standards

It will be appreciated that the manufacturer who wishes to maintain his products in this particular market has to work to exacting standards in terms of quality control, product design, development and styling, and hygicnic presentation. Price levels which are within the reach of the nursing mother must also be maintained, while adequate technical resources must be available to evaluate and report on the suitability of new materials for product development.

In these respects the British manufacturer of baby feeding requisites is offering products that stand comparison with anything in the world and command a considerable market acceptance overseas.

Robinson's Instant Baby Foods

LOOK! NOWASTE

NO WASTE FOR MUM—Mum uses just as much as she wants each time she opens the carton, which can be resealed for use another time. The result—Mum is able to keep several varieties on the go at once because every particle of Robinson's stays fresh for weeks. Makes good sense to the careful mother.

NO WASTE FOR YOU Constant availability of the whole range on your shelves means no missed sales. And there will be big sales in 1968 with whole page advertisements in Woman's Own, Woman's Realm and Family Circle and leading baby publications, reaching the highest possible number of mothers with young babies and mothers-to-be.

... AND the leading baby cereal range gets big advertising support: your four big sales getters are Robinson's Baby Rice, Mixed Cereals, Groats, and High Protein.

Waste no time—send your order today ROBINSON'S INSTANT BABY FOODS

for those vital first months, all through the year

J. & J. COLMAN NORWICH NOR 75A



A complete range of p

Only Maws make a complete range of baby toiletries available through chemists only. And only Maws bring you great new products like:

Maws Simpla Tablets: a revolutionary new product made only by Maws.

Does away with measuring, mixing, boiling. Thorough bottle sterilisation with just one soluble tablet.

Maws Simpla Feeding System: Applauded by mothers and the medical profession as the easiest, most up-todate method of bottle feeding. Maws Tufty Tails: The nappy that mothers prefer because it really is the fastest growing disposable nappy product in Pharmacies. Sales are all we

ALL FOR CHEMISTS ONLY

It pays to promote W

hoped for and more.



ofit for chemists only

AND SOLD HARD FOR YOU

Irresistible range promotion: Maws Save for Baby Plan brings mothers quality nursery goods at reduced prices plus National Savings Stamps for baby. Featured in all Maws advertising. Show material and leaflets for your shop. **Year-round advertising:** lively, appealing advertising sells the Maws range, product by product, month after month: In baby care journals, women's magaz-

ines, professional papers. **Appealing displays:** designed for the chemist's shop. To keep your Maws stock moving fast.

ALL SELLING FOR YOU

made with care for baby



Suba-seal feeding bottles with (left) narrow and (right) wide necks.

Care of Teats and Feeding Bottles

Whatever precautions the manufacturer may take in presenting his products, it is essential that the user should herself practise good standards of hygiene when bottle feeding the baby. Bottles and teats should always be sterilised, and hands scrubbed clean.

Both natural and silicone rubber teats may be sterilised by boiling or with sterilising fluids. Silicone-rubber teats may also be steam-sterilised without deterioration and have a longer life than natural rubber teats when boiled. If sterilising fluids are used, manufacturers' instructions should be followed meticulously. Alternatively boiling is safe and convenient, and the following procedure may be followed with confidence:—

A PROCEDURE FOR HYGIENE AND SAFETY

Serub hands and nails to ensure complete cleanliness.

Rinse bottle and teat in eold water, before removing the teat.

Rub the teat with ordinary salt to remove feed residue, then rinse and turn inside out and rub with salt. Rinse off with warm water.

After each feed rinse the bottle in cold water to get out as much milk as possible, then wash with detergent and warm or hot water and bottle brush, and rinse again.

Then boil the bottle for ten minutes and leave in the saucepan, having added the teat to the saucepan for the final three minutes.

Natural rubber teats will deteriorate more rapidly if boiled for longer periods.

Remember to boil the bottle brush every day.

Bottles and teats should remain in a pan of water and be completely covered.

Before using, bring to the boil for at least five minutes and leave in the pan with the lid on.

Pans used for sterilising should be scalded out daily and the water changed.

The neek or inside of the bottle should not be hardled when lifting out the bottle to prepare the next feed. Even small traces of feed or milk left on bottles or teats will breed harmful bacteria. Routine cleaning after use should therefore be earried out thoroughly and with great care. The condition of the teats should be checked frequently. Natural rubber teats deteriorate with prolonged boiling. On the other hand silicone rubber teats will withstand repeated boiling with no ill effects.

HOW A STERILISATION TABLET WAS EVOLVED

THE Maws Simpla tablet arose from detailed studies into sterilisation techniques made in 1965. As the first step in the development of a new Simpla system a choice had to be made between boiling and cold-water sterilisation. At first sight boiling seemed a most attractive proposition, but extensive tests indicated serious drawbacks. First, unless the mother washed her hands thoroughly immediately before placing the teat on the bottle, it was found that there was a serious danger of recontamination of the sterile teat, a difficulty overcome with, for example, a conventional hypochlorite where the hands or gloves are automatically disinfected as they remove the utensils from the chlorine bath. A second disadvantage to boiling was the extra trouble it gave to the harrassed mother. The unit had to be brought to the boil, allowed to simmer, and then turned off; and to judge by the number of letters we receive asking us how to remove molten teats from saucepans, many mothers forget their unit at some critical stage in the operation! Finally, boiling scriously shortens the life of a teat already weakened by the milk fat it has inevitably absorbed during use.

Once cold-water sterilisation had been adopted as the method, the next question was whether to choose a chlorine bath or adopt one of the new odourless and completely bland germicides. Detailed studies were made of three

advanced systems, but in each case there was serious loss of activity under some extreme condition. For example, one system was partially inactivated by the rubber of a certain brand of teat, another tended to form a precipitate in hard water, and the third had its activity seriously reduced by traces of milk if the bottle and teat were not adequately cleaned.

In the light of those tests it was concluded that the chlorine bath is still the most satisfactory. It is highly effective, widely accepted by the general public, and known to give a harmless compound in combination with vulcanised rubber. However, the concept of a conventional liquid hypochlorite was discarded, as that is a bulky way of presenting active chlorine and, even if it were to be packed in a light unbreakable plastic bottle, there would still be a danger of its being spilt on clothes or baby. After a wide survey of stable concentrated sources of active chlorine, the choice fell on sodium dichloroisocyanurate - a remarkable chemical so extensively tested both for irritancy and toxicity that even the ultracautious Food and Drugs Administration (of the United States) allows it to be used for dairy sanitising without requiring the utensils to be rinsed before coming into contact with milk. After a further year's development work the Maws Simpla tablet was born: a compact source of active chlorine rapidly

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Freflo feeding bottle Bottle cleaning brushes	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	
Hygienic ring soother		

dissolving in tepid water to give a clear solution.

It was decided to present the tablet in polythene-backed metal foil to ensure absolute stability under all climatic conditions, and to make it less accessible to children. Final laboratory tests have shown a loss of activity of less than 1 per cent. over six months under the most unfavourable conditions, and the taste of the dry tablet is so intensely bitter that even if a child were able to get hold of it he or she would instantly reject it. In its foil backing the tablet is less than one-thirtieth the weight of a comparable quantity of conventional hypochlorite, and in its dry state is non-bleaching and non-corrosive. Each tablet offers a precisely metered dose, so that there is no danger of spillage, breakage or mistakes over measure-

Once the tablet had emerged from the laboratory there followed an investigation by Maws market research team into the current usage of different sterilisation systems and the willingness of mothers to test samples of a new product. The next step was to evaluate, by placement research, the acceptability of sterilant tablets by establishing preferences between them and established methods of sterilisation, and to discover the reasons for any preferences.

What the Survey Showed

Here are a few points that arose from the summary of findings. In the preliminary research, of the 167 babies aged two months and under only twenty-two were not being bottle-fed. Only 16·7 per cent. of mothers who bottle-fed their babies used the boiling method of sterilisation, the remainder preferring cold-water sterilisation. Only 10·6 per cent. of the sample preferred their normal method of sterilisation to the new tablet method. The most quoted

reason for preferring the tablet method was that there was no need to measure. Also prominent as reasons were simplicity in use (including stocking and transportation) and speed.

The most frequent adverse criticism of the test tablet was slowness to dissolve, but that can be overcome by putting the tablet in warm or tepid water, where it dissolves in a matter of seconds yet retains its full activity.

Outside the field of feeder sterilisation the Simpla tablet has attracted the attention of campers and people travelling abroad. It is an ideal source of chlorine for sterilising suspect fruit and vegetables. It is useful for preparing dilute sterilisation solutions for cleaning bathrooms, larders, shelves etc., and for lobbing down toilets and smelly drains. In conjunction with a conventional detergent it is most valuable for washing babies' nappies and equally useful for washing handkerchiefs.

BABY CARE CAN BE BIG BUSINESS

OF all product groups now stocked by the chemist, baby-care products must be considered to be in the "top ten" category. So that their contribution to the sum total of a retail chemist's profitability can help offset the increasing overheads brought about through the introduction of selective employment tax and the spiralling increases in rent, rates, lighting and heating, etc., merchandising needs to be applied to baby-care products.

Effectively to merchandise any highvolume product, the chemist should make himself fully conversant with the market in respect of brand leaders, rationalisation, product display, etc. In baby care products proper, which constitute the bulk of the market, a dominant position is undoubtedly held by Johnson & Johnson (Gt. Britain), Ltd., who currently market eleven products within the category, namely baby powder; baby gift boxes; baby cream; baby soap; baby lotion; baby oils; baby shampoo; Comfy nappy pants; Comfy disposable nappies; napply liners and cotton buds. In nine out of those eleven products they proudly claim to be brand leaders.

Closely related in the general term of "haby care" products are such items

as feeding bottles and teats, sterilisers, plastic nappy pants and a newcomer recently introduced by Maws Pharmacy Supplies, Ltd., of a composite kit containing feeding bottle, teats, brush, etc.

Built-in Advantage

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The chemist has a built-in advantage over all other shops, with captive customers coming in with prescriptions and either waiting (an excellent opportunity in which to test the efficiency of counter and floor-stand displays) or returning to collect medicines.

To capitalise on that advantage the chemist should work out the counter displays and shelf-space allocations and should arrange floor-stand display units and other merchandising point-of-sale material to suit his particular premises. A composite baby section, if practicable, is ideally desirable, placing baby-care products alongside baby foods so that the mother can stock up with all her requirements in the one "department."

"Impulse" sales may be similarly encouraged with attractive, eye-catching displays in strategic settings. The resulting sales can quickly ensure maximum profitability from minimum instore area if the correct allocation of space is given to brand leaders. Where there is a known "best-seller," such as nappy liners, it should be sited so as to attract or "lead" towards companion products, for example nappies, baby lotion, baby powder, etc.

The composite kits of Messrs. Maw make an ideal window dressing item, and the impulse sales of Milton or Simpla tablets and sterilising tanks can be greatly increased by emphasising the hygienic aspects of infant feeding.

Rationalisation

A note, or reminder, of the value of rationalisation may be helpful here. Rationalisation involves turning over stock quickly rather than keeping it on the shelf. Rationalisation is a two-pronged weapon. By rationalising on the type of goods ordered, choosing the brand leader and its nearest competitor, you gain the "plus" that money is not tied up on shelves. In other words, buy and display the goods that sell and allocate 80 per cent. of space to the brand that commands 80 per cent. of its market. In a sentence, rationalisation equates to "brand leader plus 1." Again, the dealer should

Count the babies at your Baby counter...



when you display Savlon antiseptic cream liquid antiseptic











watch television "commercials" and advertising campaigns. Where there is a promotion, it should be backed with in-store displays so that the customer can see, to hand, thegoods shown on television or in the national Press. The value of the link-up cannot be overemphasised, since brand leaders are, to a great extent, already presold.

Television "Commercials"

In television commercials for baby powder, for example, Johnson & Johnson introduced the theme "Are You Still a Johnson's Baby?" It was so successful that the campaign is being extended to give almost nation-wide television and national Press coverage throughout the summer — including promotion for baby lotion and baby oil as well as powder.

Equally effective was the television campaign for nappy liners, now "going national" on television. Obviously display backing for those promotions will be of great advantage to the chemist. Equally important is the fact that so many women, whether mothers or not, are using the products because, designed for a baby's delicate skin, they are less expensive than "glamour" cosmetics.

What to Stock

In stocking up, other factors require consideration. Regional preferences, for example, are important. While it would be useless to stock car polishes in Sark, where there are no cars, it becomes clearly advisable to stock and promote baby products in new towns, where there are large numbers of babies.

What to Display

Certain recommendations would seem obvious, yet they are not always seen to be followed . . . such "naturals" as making displays of cough mixtures during the colds and influenza months and sunburn-protection creams and lotions during a heat-wave. To a lesser extent there are baby products to give added prominence to at the proper seasons. To develop over-thecounter business, the chemist has to consider all these points. He devotes much care to the dispensing activities for which he was trained, but in such fields as baby products he can also enjoy a professional outlook in promoting his retail business and thereby increasing the profits. By awareness of the value of his "captive" customers" and their other requirements besides prescriptions, he can so stock, display and site his best-selling brands as to encourage customers to buy from him those items he knows they need. Customer preference for established products is the chemist's guide linesiting and display ensure the desired reaction and lead to increased business.

THE MARKET IN STRAINED AND JUNIOR FOODS

THE strained and junior baby food market now stands at £15 million a year, and well over one million cans or jars are consumed daily - more than one per baby per day. In the past five years, despite the fall in the birth rate, baby-food sales have risen by 52 per cent. More important, the per capita consumption during the same period has increased by 54 per cent. and is continuing to rise. Heinz products increased in sales by over 14 per cent. and their share of the market rose by 4 per cent. during 1967. The company claim now to be outselling their nearest competitor by 10:1. One development has been a change in consumer usage. Until recently almost every pack sold was used for dinner, and little for breakfast and tea. Current sales evidence suggests that varieties used at breakfast have increased by almost a half and those used at tea-time by a quarter. Nevertheless, most such foods are still used at dinner, indicating that there is still considerable scope for increasing sales of breakfast and tea-time lines.

The dramatic rise in Heinz sales springs from the manufacturer's determined marketing policies and the willing co-operation of retailers. National television advectising on every station advocates breakfast, dinner and tea-time use throughout the year and the campaign is supported by full-page advertisements, mainly in full colour, in fifteen national women's magazines. The success of the company's policies may be judged both from increased sales and from the fact that over 150 queries from mothers about feeding babies are answered every working hour. Ten years ago

SUCCESS WITH A BABY DEPARTMENT Ample stocks well displayed bring good demand and permanent customers



We've found the perfect mix!

We've got a strong story to tell: Cow & Gate milk food is easier to mix and it contains all the vitamins and nutrients a growing baby needs. And we've found the perfect advertising mix to put the story over: a new long-term plan that blends hard-selling Press Advertisements with appealing commercials.

Since October 1967, new-style Cow & Gate advertising has been appearing in WOMAN, WOMAN'S OWN, the BABY JOURNALS, and the MEDICAL & NURSING PRESS. This is now being followed by an extensive campaign of 30-second TV commercials commencing in London.

When you stock Cow & Gate milk food you've got a regular and frequent selling line—and powerful advertising to help stimulate sales.





FEAST FOR A BABY GOURMET: Over the years babies' tastes in food have been chang-ing. Today they tuck into all sorts of things that the mother of twenty or thirty years ago would never have served. Shown are two of the newest meals from the Heinz hahy foods

practically all baby foods were sold by chemists. The grocery trade has now reversed that situation. It has done so by aggressive marketing and by bulk buying over a wider range of products. Nevertheless, the fact remains that a young mother needs advice when her child changes from liquids to solids. She instinctively turns to the chemist for guidance rather than to a grocer. So the pharmacist, having established confidence, and assuming he can provide the varieties the mother wants as her child grows, should have gained a loyal customer. Experience shows that a satisfied mother continues to shop for a product where she first found it.

The makers of Heinz products help chemists in several ways. They offer nine-tier stands at cost price. They give aid by replanning baby-food sections,

supplying shelf edging and shelfdividers for easier stocking and faster turnover, and by supplying colourful point-of-sale material with emotional appeal. The company's 600-strong sales force, trained in merchandising, is available to advise retailers in making the best of available space.

From June 10 to July 6 Heinz chemists are being given a special boost to get their baby-food business growing One free case of any 8½d. canned junior variety not stocked is being given with every twenty cases purchased (strained or junior); One free case of any junior variety in jar, not already stocked is being given with every ten cases purchased (strained or junior). Without doubt baby food sales depend for success upon the enterprise of the retailer. The prerequisites for good turnover and high profitability is to hold a wide range of baby foods well displayed. Over and over again it has been proved that variety is the key to sales.

A NEW TEAT

Designed for sterilisation by the Milton method

A NEW baby feeding bottle teat specially designed for sterilisation by the "Milton Method" is being launched in early May by Lewis Woolf Griptight, Ltd. 144 Oakfield Road, Selly Oak, Birmingham, 29. The new Golden Claritex teat is manufactured from pure transparent latex. The makers claim it stays resilient, soft and smooth longer than most ordinary teats. It is available in small, standard and large flow rates. Recommended retail price is one shilling. A campaign to promote the new teat is being undertaken by Lewis Woolf in con-

junction with Vick International, Ltd., 10 New Burlington Street, London, W.1, and Vestric, Ltd., Runcorn, Ches, and branches. A quarter of a million teats are being sampled by consumers in a joint retail promotion with the Milton division of Vick International, Ltd. Every year in the United Kingdom nearly 100,000 babies contract gastro-enteritis, mostly from germs carried by feeding bottles and teats. About 10,000 are admitted to hospital and over 400 die. The sterilisation of teats and bottles is therefore of the utmost importance



ROM THE HOME of the world famous producers of 'Swiss Birchermuesli' comes an infant diet of mixed cereal with fruits and nuts -simply prepared by adding milk. Stock up now with Familia baby food—a sure-fire seller with full national advertising support and a baby food you can recommend with confidence.

> Thousands of samples are distributed by welfare clinics all over the country.

Write or phone

G. COSTA & COMPANY LTD.

Staffordshire Street, London, S.E.15

Tel: New Cross 3456

(Sole U.K. distributors)

Over 90 years ennings' PATA reputation

ALFRED FENNINGS · HORSHAM · SUSSEX

or taped legs. White, pink, blue, yellow. Small, medium, large, extra-large. Samples and Price-List. QUANTITY QUOTATIONS. (Mfr'd. by)

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until a baby is completely weaned. Experience proves that, carried out correctly, the Milton method is completely effective, and approximately 75 per cent. of baby feeding bottles are sterilised by means of it. The

complete range of Lewis Woolf's feeding bottles — Freflo and narrow-neck — made from highly-density polythene, polycarbonate or heat-resisting glass — have all been designed to take full advantage of the

Milton method of sterilisation. The polycarbonate bottles maintain their clear transparency and are highly resistant to discoloration provided they are cleaned correctly. The bottles are virtually unbreakable,

PRODUCTS FOR BABY

Bounty Parcels for New Mothers.— Bounty Services, Ltd., 17 Davids Road, Forest Hill, London, S.E.23, announce that Pears baby products, Carnation milk, Golden Babe disposable nappies and Acdo soap powder are joining Heinz baby foods, Maws baby products and Farley rusks as contents of Bounty parcels to 500,000 mothers yearly.

Nail Biting Discouraged.—A product, Thum, manufactured by F. C. Paton (Scuthport), Ltd., P.O. Box 5, la Peets Lane, Southport, Lancs, has



the effect of discouraging thumb sucking and nail biting in children. It is illustrated in display outer of six bottles as illustrated.



FASTEST GROWING BRAND: Launched nationally twelve months ago in two-flavour, twin-pack form, Farley's baby rice is claimed the fastest growing hrand in the infant-powder cereal market. The egg version is proving popular for breakfast use and the chocolate rice is an after-lunch and tea-time favourite. Manufacturers are Farley's Infant Food, Ltd., Plymouth, England.

Fully Fashioned Baby Pants. — A. & H. Heyman, Horndale Avenue, Aycliffe Industrial Estate, co. Durham, are makers of scented and lanolin-

impregnated fully fashioned baby pants made from PVC and safe to boil. They are available in white, pink, blue and gold. Accent is on quality and low price, the makers claiming to achieve both. The pants are sent out in colourful display box or as attractive individual pack.



ECONOMY SIZE: In the bottle of Infa care shown (left), the manufacturers, Hadleigh-Crowther, Ltd., Caversham Laboratories, Reading, Berkshire, provide over four times the quantity contained in the standard bottle. COMPLETE FOOD: The Vitasac jar (right) holds a preparation which, added to fresh milk, provides a complete and easily digestable diet, say the makers, R. Sumner & Co., Ltd., Liverpool, 1.



CHILDREN'S ANALGESIC: New Panets pain-relieving baby elixir of Optrex, Ltd., Wadsworth Road, Perivale, Middlesex (see C. & D., April 13, p. 327). The product is an orange-flavoured, paracetamol-based liquid easily administered to a three-months-old child.

"Ammonia Dermatitis" Controlled.

—Barosil medical barrier cream, made
by Clay & Abraham (Mfg..), Ltd., 40
Hanover Square, Liverpool, 1, is a
protective and emollient cream com-

pound of silicone oil and zinc oxide in a base buffered to slight alkalinity (ph 8—8.5). It is useful in both preventing and treating ammonia dermatitis in infants and other conditions in which a protective or water-repellent application to the skin is needed (for example incontinence in elderly patients). Packs are a 2-oz. and tax-free containers of 1 lb. and 7 lb.

Powder, Cream, Soap and Pants.—The Sanoid range of Cuxson, Gerrard & Co., Ltd., Fountain Lane, Oldbury, Warley, Worcs, forms an attractive display group, with matching designs in pink and blue. All are produced to the exacting standards necessary for baby products. Included are Sanoid baby powder of sterilised talc with added hexachlorophene to combat the onset of napkin rash and with deodorant properties. Delicately perfumed, the powder is in one-hand-operated sprinkler-top tin. Sanoid baby cream contains hexachlorophene in a cream



base. It is easy to spread, prevents dryness and imparts emolliency to the skin. The cream is also suitable for "scurfy scalp" conditions. The baby soap in the range is super-fatted and has a perfume that earns many compliments. Three tablets go to a display carton. Sanoid baby pants are claimed the best value obtainable. They are of soft plastic with long-lasting properties and withstand many washings. Generously cut they are in four sizes. Carton clearly shows on the front the weights of the babies the pants will fit.

In Newly Designed Pack. — Nappy change aerosol cream foam is making a spring debut in a new and colourful pack. The manufacturers, Pigot & Smith Ltd., Wigan, Lancs., have decided that the baby as well as the

He doesn't know what the pain's about



...but you know the answer New Panets baby elixir the safe pain reliever specially formulated for babies

New Panets Baby Elixir is a safe, fast pain reliever that every mother will be anxious to buy. Specially formulated for babies and young children, Panets Baby Elixir has a delicious orange flavour and contains paracetamol as used in hospitals. Panets Baby Elixir is also very effective in reducing high temperatures caused by colds, influenza and infectious diseases. Containing no aspirin, Panets Baby Elixir cannot cause stomach upset, excitability or constipation—and soothes away pain quickly, safely and gently.



Profit now with this sure selling line—retailing at 3/6d. per 2oz bottle. Ask your Keldon representative for details.

Panets baby elixir the safe pain reliever for young children

Contains no aspirin. A product of the Optrex group.

Our head is better for Baby's bottom



Sell the world's really safe Nappy Pin

Never before so many safety plus points in a nappy pin. Baby-Safe pins, made of stainless steel, have a metal lined plastic head which both prevents accidental opening and provides many other safety factors. They cannot rust.

There is no paint to flake off and irritate. There are no dangerous sharp corners. And the whole pin can be sterilised without fear of distortion. Smartly end hygienically bubble-packed to retail at 1/- for card of 3.

Never before such advertising to make sure your customers know all about Baby-Safe. Advertisements will run throughout the year in six of the leading 'mother and baby' magazines. This guarantees that the Baby-Safe message will reach the majority of 'baby minded' parents and at least 85% of expectant nothers. It's new. It's a seller. It's made by the world's leading pin manufacturers.

Baby-Safe

SCOVILL Lydney, Glos.
Tel: Whitecroft 308

THOVALINE

for:- NAPKIN RASH

BEDSORES

BEDSORES can be prevented by applying THOVALINE before the trouble starts but if already in existence will help greatly in healing.

BURNS

BURNS Unique action. **THOYALINE** is self-sterile, it eliminates pain and is a rapid healer.

DERMATITIS

URINE DERMATITIS Excellent healing properties where rash exists and will prevent such trouble occurring if applied beforehand. Offensive odour is eliminated.

Also available in an aerosol pack

Manufactured by:

ILON Laboratories (Hamilton) Ltd.

Lorne Street, Hamilton, Lanarkshire

Tel: HAMILTON 24310

Supplies from your usual wholesale house



The Kaymet Company present their IMPROVED Keepwarm Feeding Dish, now being moulded in UNBREAKABLE hygienic plastic. Available in Blue, Primrose, White, Pink. Packed in

newly-designed Gift Box.

RETAIL PRICE **10/7** including Purchase Tax Wholesale enquiries invited
For further details of this line and our complete range of over 400 nursery accessories apply to:-

THE KAYMET COMPANY

Kaymet Works, Sylvan Grove, London S.E.15 Tel. 01-639 6644 Telex 262588

BINKI

Tailored by ELSINORE

2 for 3/11

FROM YOUR USUAL Wholesaler

ONE WAY UNDER NAPPIES



mother has a discerning eye, have decorated the cap with red, yellow and blue dancing animals. No worry if baby decides that the colourful little animals might just taste good—they have been printed on the cap by a method (new to this country) that ensures they will not fade or come off if sucked or dropped in the bath. Nappy Change will also be appearing in a slightly different shape, the pack more streamlined and in pink only.

Liners Free with Nappies. — A special sample of ten Golden Babe nappy liners is being included for at least three months in every 1-doz. pack of Zorbit terry-towel nappies, makers of which are Lilia-White, Ltd. Ashton Brothers & Co., Ltd., Manchester, who make, they claim, 50 per cent. of terry nappies sold in Great Britain, and who are the manufacturers of Zorbit, are including a "flash" announcement of the offer on all packs for the duration of the offer.

BABY PRODUCTS FOR MOTHERS-TO-BE

A new scheme to bring customers to the pharmacy

INDEPENDENT chemists (not the multiples or "Co-ops") are given a unique opportunity to "sign on" new customers among mothers-to-be by taking part in a scheme that has been highly successful in trial runs in Bradford and Southampton, There, all the chemists have taken part, and all are reported enthusiastic for it.

Under the scheme, which is operated by Infamark, Ltd., 42 Upper Berkeley Street, London, W.I., chemists distribute to expectant mothers a free carton of product samples and literature. The mother first fills in a card which she obtains either from her midwife, hospital or clinic or from the chemist. That introduction gives him an unrivalled opportunity to encourage her to come back to him for further sup-

plies of the products in the box or of the other things he sells. The manufacturers in the scheme (there are ten at present) gain the advantage of obtaining marketing information and a mailing list which otherwise may not be easy to come by. Wholesale distribution of the parcels is in the hands of Vestric, Ltd. The manufacturers currently participating are: Gerber Baby Product Division; Maws Pharmacy Supplies, Ltd.; Johnson & Johnson, Ltd.; Calmic, Ltd.; Scholl Manufacturing Co., Ltd.; Ekco Plastics, Ltd.; Newey Goodman, Ltd.; Optrex, Ltd.; Associated Products, Ltd.; Glaxo Group.

The scheme is "going national" later this year. It will be backed by television and Press advertising.



COUNTER DISPLAY: For the expectant mother service that is to he administered through general-practice pharmacists as part of the Infamark marketing scheme the point-of-sale material illustrated has been produced. The full unit is currently on distribution to about 200 pharmacists as part of a project designed to assist chemists in the initial launch areas (Bradford and Southampton). Measuring 18 in. high and 12 in. wide, the unit carries the control cards to he filled in by the expectant mother, and a pocket to hold reply-paid envelopes in which to return the control cards.

PROMOTIONAL MATTER AVAILABLE FOR COW & GATE PRODUCTS FOR BABY



Why the Marathon is the best value and the biggest selling one-way nappy!

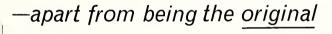
ONE-WAY NAPPY

PREVENTS NAPPY RASH

THE OFIGH

ONE-WAY NA

KEEPS BABY DRY AND HAPPY - DAY AND NIGHT



- 1 ITS SIZE
 - LARGEST: Coverage of baby's skin must be adequate to ensure complete protection against nappy rash.
- ITS QUALITY
 SPECIAL: The bulk nylon yarn edging allows for stretch without loss of shape; with perfect washability and easy care, this ensures longer life.
- A GUARANTEED PRODUCT

From your usual Wholesaler, write Marathon Knitwear Ltd., Peveril Street, Nottingham.

offers the greatest protection against nappy rash



Babies are taking to Kosili and mums are too!

After all, it really is a quicker and easier way to bath baby. And wonderful as a shampoo. And better for a baby's skin. It even treats cradle cap. In Europe it's a brand leader in a big profitable market.

While we sell the idea, we'd like you to sell the product. Get in stocks now for our next lot of advertising.

Baby Bath

Kosili

Recommended price 5/9

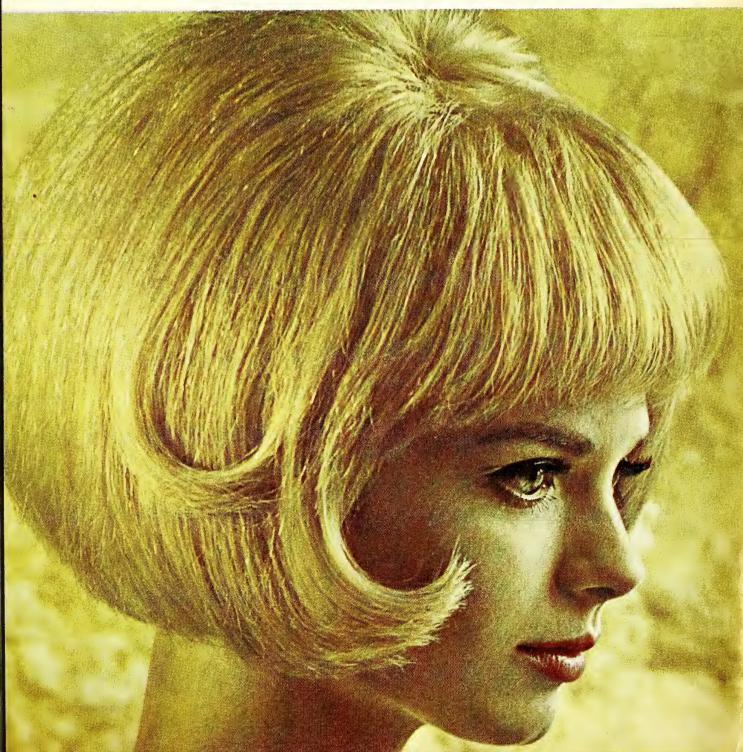
Manufactured by: The D.D.D. Company Ltd., Watford, Herts.
Distributors: Dendron, Richards & Appleby Limited,
94-98, Rickmansworth Road, Watford, Herts. Tel: Watford 29251

PPLEMENT TO THE CHEMIST AND UGGIST June 29, 1968

A C&D Special

wer illustration by courtesy of L'Oreal, Paris, nose new shampoo lightener Softly Blonde is jing women a sun-kissed look this summer, a page 3 Mr. H. C. W. Dally, the company's airman in the United Kingdom, writes about ir colourants.







A look at the hair colouring market

H. C. W. Dally



The author of the article, Mr. Dally, was one of the original directors of Golden, Ltd., when it was formed in 1939 with a capital of £100. After the 1939-45 war, which he spent in the Royal Air Force, Mr. Dally became responsible for all sales and marketing activities of the company. He was appointed managing director and deputy chairman in 1957, chairman and managing director in 1965.

THE almost tidal surge which took place in the development of the public hair colouring market has recently reduced its pace. It has become big business and will continue to grow. But why has it slowed down? There are many millions of women who use cosmetics but who still do not colour their hair.

Almost certainly the teen-age cult of the somewhat unnatural "natural look," involving pallid lips and "Help, I'm going to faint" complexions has reduced the usage of hair colourings by that group. However, the cult now seems to be on its way out and the "return to the 1920s" vogue is likely to bring about a return to a desire for prettier hair and complexions, and with it a greater use of hair colourings by younger women. The biggest section of the market, however, lies with older

women, many of whom are using a hair colouring not only to make their hair colour more attractive, but also to conceal grey at the same time. An enormous potential for expansion exists here and this is where the biggest expansion will undoubtedly take place.

It is interesting to note that applications of hair colourings carried out in the hairdressing salons with professional products (which were not reduced by the growth of the public market) have recently risen quite sharply. The inference that could be drawn is that many women who were induced to colour their hair by the sudden arrival of a variety of tempting new products, coupled with a welter of persuasive advertising, did not perhaps get the kind of result they had hoped for. None the less, they remained attracted to the newly-planted idea of making their hair prettier with colour, but not faithful to the idea of using it



at home. It looks as though the result was to make them go to the hairdressers for a professional colouring.

If ever there was a field in which wide experience and long-term specialised research is necessary, it is in the formulation of hair colourings. There is probably no more highly technical sector in the cosmetics and toiletries industry. Only a few companies have the requisite strength, experience and depth of research facilities to enable them to produce successful hair colouring products.

L'Oréal claim to be one of the world's leaders in the hair colouring

field, if not the leader. In Great Britain, the L'Oréal professional hair colouring products are the most widely used of all. The company provides the professional hairdresser with a complexity of formulations and a diversity of colours, the size of which would make a retail chemist pale just to see in print, let alone think of stocking. One of their top-selling professional colouring products extends to a range of fifty-four different shades. Such a degree of refinement in gradations of colours is obviously impossible to contemplate in the home hair colouring market. The ranges of shades offered, therefore, are curtailed largely to basic colours and the formulations themselves suitably amended to give simplification in usage. Nevertheless, the stockist is still faced with stocking many different shades of each brand. The volume of his stocks and their rotation is, therefore, something of a problem.

Two Types That Count

There are only two types of hair colourants that really count at present. Water-soluble rinses, which colour very slightly, fade quickly and wash out with the first shampoo may be virtually ignored. The real market is with the semi-permanent and permanent colourings. The difference between the two categories was once quite sharply defined, but this is no longer the case. A confusion exists not only amongst users but in the minds of retailers as to what is the difference between a semi-permanent and a permanent colouring. As I coined the description "semi-permanent hair colouring," it may help perhaps if I say what I meant by it and why I used it. When one of the L'Oréal research groups first formulated the original Color Glo several



years ago, they had found a completely new type of hair colouring, quite different from anything which had been made before. Up to then, there had existed only the very temporary colour rinses and the permanent colourings, used almost entirely for covering grey hair and containing paratoluylene or



Always the first name you see on the biggest range of branded hair beauty products



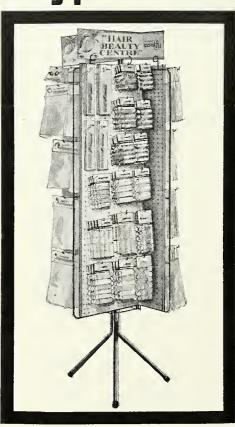
Here you see our revolving 'Model 67' display stand, ready for action, packed with 67 items of fast-moving hair beauty products.

Just think of it — the largest range of hair beauty aids in the country and all merchandised from 20 inches of floor space. You don't need a slide rule to tell you that it all adds up to a vibrantly healthy turnover per sq. ft.

Other eye catching Devon-Comfy stands: 'Counter-top', floor-standing 'Tripod' and the latest 'Slimline'.

Write for details (or telephone now) to:







Softly Blonde pack and contents.

paraphenylene, or both. They, of course, require activation by an oxidant, usually hydrogen peroxide. That type of colouring does cause some kind of permanent change in the colouring of the hair and some slight alteration in the hair structure. The basic ingredients, as is well known, carry a certain risk of causing an allergic reaction. A skin test is, therefore, necessary before use and accordingly a warning must be given on every pack.

Color Glo did not contain paratoluylene or paraphenylene and no skin test for allergy was necessary. The colouring was light and transparent, yet fairly tenacious, slowly fading through 6-8 shampoos. It required no oxidant or activator. It conditioned the hair and was as simple as a shampoo to apply. It did not cause any change in the hair's texture and, when the colour had faded, the hair was back to its original colour and condition. That new type of hair colouring needed a description, and the phrase already referred to-"semi-permanent colouring"-was coined. Color Glo lived up to the description and to the claims made for it. The idea of a semi-permanent colouring gave assurance to women who were hesitant about using a permanent hair colourant, and the way was opened up for the expansion of the hair colouring market, which duly took place.

New Arrivals

An expanding market attracts competitive entries. New products which contained the classic paratoluylene or paraphenylene began to appear on the public market and, because the public seemed to accept semi-permanent colourings more readily than others, they were duly labelled "semi-permanent colouring." In the sense in which the term was originally coined they are not. It is doubtful whether they have helped to consolidate the expan-

sion of the public hair colouring market. Many women wishing to have a semi-permanent colouring may have found that what they got was stronger than they wanted and not their idea of semi-permanent.

The best formulations of oxidising colourants are excellent products, but they are not really semi-permanent colourings. The new cream shampoo colouring, Recital, has, for a vast number of women, definite advantages over the semi-permanent type of colouring. The result has a greater luminosity of colour because the hair is slightly lightened as colouring takes place; this does not happen with semi-permanents. It is excellent for covering grey hair and making it match perfectly with the colour of the rest of the hair. It lasts longer, being largely fade-resistant. It is simple to use and its cream formulation, containing conditioners, safeguards the hair texture. But it is not a semi-permanent colouring.

Hair Lightening Market

Research has shown that a surprisingly large number of British women have a subconscious blonde image inside them clamouring to get out. Perhaps it is their Anglo-Saxon ancestry. The reason why more do not do something about it is perhaps because they are afraid of ending up with a bleached or brassy look, or damaging their hair. Recent research developments, however, are now paving the way for a big expansion in this market. Products like the new Softly Blonde can lead women by easy stages to become the kind of blonde they want to be. Using a simple shampoo-like technique of application, it gives a pleasing but slightly lightening effect. Successive applications continue to increase the degree of lightness, and can be stopped when the required degree of blondness is reached.

Looking Ahead

Looking ahead, many new formulation developments in hair colouring and bleaching will take place. The absolute volume of this market will increase and so will the variety of products offered. But this is definitely not a market for the "Me Too" product. The safest course for the retail chemist is to stock only the brands made by the best specialist companies, whose formulations have been proved to be the best and largely trouble-free. Sales ought to be confined to retail chemist outlets, where customer guidance can be given by helpful staff, whose knowledge of hair colourings has been implemented by the visits of trained travelling women consultants.

Hair condition

K. V. Gurry, F.R.I.G.

(Elida, Ltd.)

HAIR consists of a central shaft called the cortex which is covered by overlapping scales of cuticle cells. Those overlapping scales are several layers thick, and it is the state of the surface cells that is probably responsible for the "condition" of hair. The word "condition" itself is rather a vague term, meaning many things to many people, and it is worth while to try and define the criteria by which condition is assessed. Probably the most important indication of hair in good condition is that it has a high sheen, although the oily gloss associated with hair that is greasy obviously does not fall into the same category. Another important property of hair in good condition is that of smoothness, which makes the hair silky soft. When hair is not smooth, the act of combing, apart from being painful owing to



"snagging" of individual hair fibres, can also produce static electricity, making the hair to some extent unmanageable.

The processes of permanent waving, bleaching, hair colouring and even back-combing can, when carried out

Dry Hair? Holiday Hair?

Sun, sand and surf, the refreshing ingredients of your summer holiday, create havoc with the condition of your hair. Take Corimist with you—it was made with this in mind. Corimist is an aerosol pack and may be used before or after lacquer or simply alone. Corimistis a product of Schwarzkopf, a name which in 73 countries throughout the world is synonymous with hair health and hair beauty.





corimist gives a new lustre to your hair



CORIMIST

obtainable from your hairdrasser ... and other beauty counters.

Schwarzkopf **P**

YOU CAN SELL CORIMIST

THE Spray TONIC
BY SCHWARZKOPF—THE TOP
NAME IN HAIR HEALTH AND
HAIR BEAUTY

Corimist Spray Tonic should not be confused with a hair spray. Although Corimist is an aerosol it is quite different from a hair spray and indeed is invariably used after the hair spray. A hair spray fixes the set but however good tends to rob the hair of its natural shine and beauty. The special unique formula of Corimist and its extremely fine spray restores to the hair the natural oils, giving the hair a silky shine and a healthy appearance. Your customers will buy Corimist from you, because they will recognise and trust the name Schwarzkopf, whose superlative hair beauty products are widely used in the best hairdressing salons.

BACKED BY ATTRACTIVE DISPLAY MATERIAL

The three-can display box shown here makes an attractive promotional aid.

BACKED BY EXCELLENT, PROFITABLE TERMS

The recommended retail price for the 4 oz. Corimist Spray Tonic is 10/-, showing a splendid profit margin for you. ASK YOUR CHEMIST WHOLESALER TODAY for full details of terms and supporting material, or write direct to:—

(Corionol Ltd.) 269 Field End Rd, Eastcote, Ruislip, Middlesex Tel: 01-866 8723

BACKED BY INTENSIVE NATIONAL ADVERTISING -

This advertisement will be seen 80,000,000 times by readers of the following leading women's magazines:

Woman's Own Woman's Home Journal Woman & Home July, August May, June, July, August May, June, July,

Harper's Bazaar Flair August May, June, July, August May, June, July,

Vogue Vanity Fair Nova

Honey

August May, June, July May, June, July May, June, July May, June, July







inexpertly or too frequently, lead to bad condition of the hair. That is because of chemical and/or physical damage of the cuticle cells on the hair surface, and it can easily be seen with the scanning electron microscope.

The overlapping cuticle cells have been partially detached from the hair surface, and instead of the typical smooth cylindrical form (Fig. 1) the surface is covered with a series of natural barbs (Fig. 2) and it is easy to picture how this roughness can lower the natural sheen of hair and make it feel harsh and difficult to comb. There



Fig. 2

is no doubt that hair conditioners, such as Elida's "Cream Silk" with natural protein, can vastly improve the surface of hair to exert a conditioning effect. The blend of conditioning agents includes substances that are cationic in nature and which firmly attach themselves to electro-negative sites on the hair surface. The effect on hair in poor condition is quite remarkable, as can be seen in the following electron micrograph (Fig. 3), in which the projecting scales have returned to their normal positions after conditioning treatment



Fig. 3

Apart from that striking effect, a microscopic film of material with lubricating properties now exists on the hair surface, making the hair silky soft and easy to comb and preventing "fly-away".

Outlook Optimistic

There is little doubt that conditioning of hair is much related to improving the state of the hair surface, and that a great deal can be done, using hair conditioners, to repair the ravages to hair caused by living in a modern society.

The market for hair preparations

TONI CO. SURVEY THE PROSPECTS FOR THEIR PRODUCTS

THE tighter rein on personal spending powers that is part of the Government's present economic policy could well have a beneficial effect on sales of hair toiletry preparations sold in chemist shops.

Many manufacturers reason that, at times of "squeeze," women seek to save money by foregoing a visit to the hairdresser and to "do" their hair at home. In turn this outcome should be reflected in increased sales for chemists, for home hair-care products such as colourants, shampoos, home "perms" and other items.

Few proprietors of chemists' shops today are unaware of the significance of their hair toiletry sales. Over the past ten years they have become an increasingly important source of turnover. Now it is estimated conservatively that hair products account for around 10 per cent. of the total turnover of the average chemist shop.

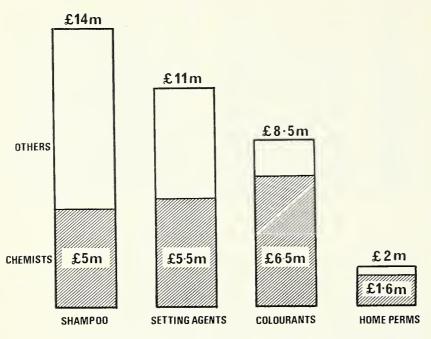
To pinpoint the importance of hair products it is worth studying the turnover of three of the most important categories of hair preparations and to

relate them to other lines that are commonly thought to be "best sellers." It can be seen at a glance that, far from being the poor relations, hair products are big business. For instance, hair setting agents form the most important single category of over-the-counter product that is sold in the chemist shop, with a bigger volume than even oral analgesics. Colourants account for a turnover four times as big as staples such as first-aid dressings or toilet papers. Shampoos are three times as big a seller as liquid antiseptics. There is no doubt that this situation has been achieved by the combined efforts of manufacturers and retailers over the past few years. The former have invested substantial sums of money both in the development of better and new products, and have then spent further large sums in advertising and promotion to broaden the market. The retailers, on their part, have been quick to realise the potential in most instances and, by devoting more space and better displays to the products, have capitalised on the huge investment. It cannot

be denied that any market that has increased its value to retail trade at a rate of approximately 10 per cent. over the past ten years is one that should rate the special attention of the dealer.

But although the growth has been regular, without many setbacks in the overall picture, the market has not grown in an entirely straightforward pattern. There have been shifts of emphasis with on the one hand, fashion playing its part in altering allegiences from one type of product to another, and, on the other, important technical developments enabling new markets to be created.

Another interesting feature of the market for hair toiletries is the pattern of distribution. Although it is easy to talk in general terms about the size of the overall market, it is important to establish the share held by the chemist, for only by doing so is it possible to see the certain categories which appear less important in the overall pattern of sales achieve a much higher level of significance when chemists only are considered.



Conditioners Total Market is £1, million of which the chemist sells £800,000

It is relevant at this point to discuss the relative importance of the different hair-product categories. They fall under the headings: colourants (the most lucrative), lighteners, home "perms", conditioners, setting agents and hair sprays.

During the past twelve months, overall sales of HAIR COLOURANTS have increased, chemists enjoying three-quarters of all sales. That is partly due to heavy brand advertising coupled with imaginative promotions such as the Toni Co's, recent "Casual Girls Adventure" competition, which enjoyed a high response both from the woman's national magazines through which it was run and-even more interestinga greater number of entrants from customers at chemists' shops at which the entry leaflets were available. New additions to the hair colourant range -such as Focus Colorcade-have stimulated interest in hair colouring generally, and have attracted the attention and encouraged new users of colouring products.

LIGHTENERS have enjoyed an upward swing, mainly due to fashion emphasis on blondes. The introduction of applicator bottles with the product helped facilitate use and therefore in turn fostered sales.

HOME "PERMS" have also benefited from fashion trends. The "curly dolly" look, which is so much part of the "scene" in 1968, has shown its effect in sales. The shift of emphasis away from hair dressings to AFTER-SHAMPOO CONDITIONERS like Tame accounts for the high estimate (£800,000) of 1967 sales, for hair conditioners. Sales are expected to expand considerably over the next few years as consumer aware-

ness and education in the need to use conditioners as an integral part of home hair care increases.

SETTING AGENTS showed only a light increase, increasing high over the past year from 16 to 17 per cent., though Dippity-Do, the first of the hair setting gels to be marketed in Britain, firmly established its market share after a successful launch in 1967. Despite sales in hairdressers' as well as supermarkets and chain stores, chemists accounted for half the total sales of hair sprays, Highest percentage of users are in the 16-24 age group, who largely buy their hair and beauty products from chemists' shops, so that effective display of hair sprays alongside cosmetic lines must boost sales. As more hair product manufacturers, to promote complete hair care and beauty, increase their ranges from shampoos to colour-



IMAGINATIVE COMPETITIONS BOOST SALES: Winner of recent Casual competition run nationally through women's magazines and chemists receives a £300 cheque from Derek Coward (Toni product group manager). In background is Jean Allen, Ltd.) from whose Miss Casual range six fashion dresses were awarded as part of the first-prize. Winner was Andree Lamy, Guidford, regular user of Casual Black Velvet since its market launch, entered the contest through a leaflet from Boots, Ltd.

ants and conditioners, so the future key to increased business must lie in crossmerchandising.

A permanent success

WHAT was originally intended as a once-only promotion of the Toni home "perm" is now turning into a "permanent" success story for Toni Co., 101 Syon Lane, Isleworth, Middlesex, and their stockists. It has all been due to the hairpiece offer geared to consumer purchases of Toni home "perms". The offer first made on the market-leading brand in the spring of 1967. Consumer demand for the specialprice hairpieces proved so great that another promotion was mounted this year on Toni "perms", with the added attraction of a demi-wig for £6 6s. approximately half the normal retail price. Success of the promotion was due, state the makers to the high hair quality that was maintained throughout the offer, both hairpieces are of 100 per cent. human hair. There was also a continuing fashion interest in hairpieces, plus the advertising support given to the Toni "home perm" brand in which hairpieces have form-



ed part of the theme of styling variety. To facilitate consumer applications for the hairpiece offer, the company are freely providing retail outlets with a new merchandising unit-a lightweight plastic tray to hold nine Toni packs, plus a back-card, the card being illustrated in full colour with the "Tonigives-styling-variety" theme and the headline: "Get a head of fashion with Toni." Leaflets for the hairpiece offer are provided with each merchandiser. A counter-card version of the backcard is also available with leaflets. For a limited period, too Toni Co. are selling their Tame creme rinse in twin sachet, the second sachet containing a free Toni shampoo. Concept behind the offer, is that Tame Creme rinse is the essential partner for all shampoos. Tame's great asset is that it puts back "just the amount of manageability that the hair needs." To enable retailers to achieve maximum impact at point of sale, an eye-catching red display merchandiser containing 3 doz. twin sachets is available.

Take Polycare. Poly's wonderful new hair conditioner that will go to every hair-conscious woman's head. The instant conditioner in a neat plastic vial, Instant action massaged into washed hair, but not rinsed off, so it keeps on working on hair, making it soft and manageable. No more tangles, no more fly-away hair. Easy to use. Sweet-smelling. Top value at 2/9 (recommended retail price). And with all the goodness and fastselling quality of any Poly product.





We'll be backing new Polycare with eye-catching advertising in best-selling women's weekly and monthly magazines, and we'll supply you with display material to get your customers interested. Plus a free sampler vial to help make sales. So if you want a new, fast-selling, high-profit product, take care: take Polycare. And watch out for the extra-special introductory bonus! Poly Division of Lambert Chemical Co Ltd, Chestnut Avenue, Eastleigh, Hampshire.

> POLY Hair Cosmetics mean everything for your hair

Consumer research before launch

THE market for hair colourants has continually increased since 1962 and is now worth £8½ million at retail selling prices, with major growth in lighteners and permanent colourants. At Poly division of Lambert Chemical Co., Ltd., Eastleigh, Hants, the belief is held that expansion of that kind can only be sustained by continuing research into the consumer's changing needs and by developing products to satisfy them. "That is why, before we launch a new product, we know for certain that there is the market for it.' outstanding success of Polyherb shampoo has been a direct result of considerable pre-marketing consumer research. "Recent research has shown us that, of all hair colouring treatments, shades lighter than natural colour are most desired by women, a large proportion of whom may be using colourants for the first time." It also reveals that there is a growing need for a product that lightens hair without making it look bleached, retaining the basic "living colour." A new product, Poly Color-Lighter, fulfils those needs, and it comes into the two most rapidly expanding sections of the market lighteners and permanent colourants. It is specially developed to "colour hair lighter." Poly Color-Lighter removes some of the natural colour, and then actually puts back the colour in lighter shades. Hence the name Poly Color-Lighter. In addition it has a conditioning ingredient - a very important point, since Poly research also revealed that, parallel to the growth of colourants, there was an increasing concern for the condition of the hair. To satisfy the consumer need, Poly are introducing a second new product,

POLY COLOR-LIGHTER

Stances in permanent
Colurs typiter and conditions

Blordes Brade 799

Polycare, specially formulated to help restore health to hair in poor condition. It is a conditioning rinse massaged into damp hair after shampooing, and not rinsed out. The conditioning action is retained until the next shampoo. Development of those two new products is a further step in the division's search to supply the consumer with the products she needs. "We are alive to our responsibilities to both the consumer and the chemist. Our concern is hair beauty, that is why Poly products are sold only where there is an assistant to advise. We value this part-

nership with the chemist and are doing all we can to assist him in providing a better service to the consumer."



Wigs and hairpieces from chemists

STEINER, (Francis Delzenne, Ltd.,) Grosvenor Street, London, W.1, who claim to have been for many years leaders in hair postiche originally selling wigs and hairpieces through their chain of hairdressing salons now numbering forty-nine opened their first hair shop within a store a year ago. Increasing business in both salons and in the ten hair shops now open encouraged Messrs. Steiner to start retailing the best-selling lines through chemists. The project was started six months ago with a limited number of agencies throughout the country. Expansion, on a slow but steady scale is following the success of that venture.

Basic system for appointed stockists of wigs and hair pieces on which to operate is extremely simple. The range of six items (including the brand new Steiner convertible) is all that the chemist is required to purchase in the way of initial stock. Colours for each of the six opening items are at the chemist's choice, but the Steiner representative can assist in indicating the most popular shades. Those first six hair pieces and wigs are delivered fully styled. At the same time there are provided free, by Messrs. Steiner, a flock-covered polystyrene head on which to display the wigs, a large display card to which a hairpiece can be attached, plus a full colour chart. A Steiner merchandising consultant will, when the operation is extended,

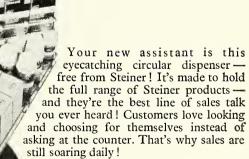


train the chemist's assistants both in the selling points of the merchandise and in the day-to-day care of the pieces. The consultants will return, at regular intervals, to attend to the stock and rearrange the display.

Deliveries of wigs and hairpieces are met within a few days and apart from possible postal delays, a customer can be guaranteed her piece within a week of placing the order. Customers can take care of the wigs and hairpieces themselves with Steiner's postiche cleaning fluid or they can make use of the Steiner cleaning and redressing service, details of which are being announced shortly to those Steiner stockists who are already enjoying everincreasing business from this division.

Get a new Sales assistant trom Steiner-free!

Sterner
the first name in hair cosmetics



We're installing dispensers at the rate of 50 a week—ask for yours soon. You'll find your new assistant works hard and sells fast.

Without even a lunch break.

Steiner Products Limited, Harvist Road, London, N7.

How to sellour



new product.

Just show Poly Color Lighter on your shelves and it will practically sell itself. (With some backing from us!) And its brilliant new packaging is unique among hair colourants—and can't help but catch the customer's eye.

The contents of the pack are just as exciting: a colour-lighter product that's reliable, easy to use and suitable for all hair shades. Poly Color-Lighter is a shampoo-in permanent—specially formulated to colour hair lighter. That means it simply removes some of the natural colour from the hair shaft, and then replaces it with a lighter shade of the customer's choice.

Poly Color-Lighter rounds out the whole Poly range and adds a new dimension to it—a luxury colourant for 10/11

(recommended retail price).

We'll back Poly Color-Lighter to keep your stocks moving fast; advertising like it's never been seen before for hair colourants.

Women who read Woman's Own, Vogue and Flair just

can't miss the impact of this great new campaign.

So when you've shelved your Poly Color-Lighter, stand back and admire it.

It won't be on the shelf for long.

Stop Press. Watch for first-class introductory bonus!

Poly Division of Lambert Chemical Co Ltd, Chestnut Avenue, Eastleigh, Hampshire.



Hair Cosmetics

mean everything fo

PRODUCTS FOR HAIR CARE

Shampoo alone is not enough

THAT a woman cannot claim to be really caring for her hair if she uses only a shampoo is the view of Vitapointe (Fisons Pharmaceuticals, Ltd., Loughborough, Leics). They believe that the right shampoo is but one part of good hair care. If a real improvement in hair condition is to be achieved and maintained, two or more of their products need to be used. For dry hair, for example, the cream shampoo, with its gentle conditioning action keeps hair clean and silky, but to banish "flyaway," protect weak hair from splitting as it is combed through, and to obtain a really high level of condition and manageability, the deeper follow-through treatment of Vitapointe cream rinse is needed-plus, in some circumstances, the extra boost, between shampoos, of Vitapointe conditioner. Messrs, Fisons are therefore advertising their Vitapointe products as a complete range. An educationalstyle advertisement headed "Our Theory" states "For really shining and manageable hair we believe you need more than shampoo alone. If we didn't, we'd only make shampoo." Backing up the advertising are point-of-sale display pieces that carry the whole range, and premiums involving the purchase of more than one Vitapointe product. For the company's "stocking" promotion. vouchers are carried on the bottles of the three types of shampoo, cream rinse, handy and economy-size hairsprays, and large and small-size packs of Vitapointe conditioner. Three vouchers from a selection of any of the above packs secure a free pair of nylon stockings. With the promotion comes a piece of display material 19 x 13 x 9 in., holding all the items eligible for the free stockings. The total range concept is being continued and developed in future display material, and everything possible is being done to encourage loyal users of the well-established conditioner to extend their usage to other Vitapointe products, all of which are formulated to be complementary to one another and to provide everything necessary for perfect hair care.

Packed to take away

SMALL enough to carry in a handbag, the new Carmen Companion introduced by Carmen Curler Co., Ltd., Carmen House, 9 George Street, London, W.1, is as versatile as the original Carmen appliance. The new model, de-



signed with the emphasis on travel and as the "ideal gift," has five large rollers. Its neat design and portability should make it attractive to the users of the larger Carmen unit and also as an encouragement to others to adopt the technique,

Keeping up appearances

LOTS of women are dissatisfied with the way they look. Pale, creamy blondes long to be smouldering brunettes, mousey brunettes eat their hearts out to be raven-tressed, romantic and latin, while brown-haired lovelies crave for delicate silver-pearled fragile locks. That is why L'Oreal of Paris (Golden, Ltd., Berkeley Square, London, W.1), perfected Recital, in twelve beautiful shades "to cover the whole gamut of female emotions". Recital comes complete with everything the user needs in every pack — colour, handy applicator bottle, polythene gloves and special After Colour sham-



Pack with all accessories.

poo. Shades are Viking (ash blonde), Champagne (honey blonde), Hollywood (blonde), Capri (light brown), Virginia (light golden brown), Palma (brown), Tahiti (brunette), Tenerife (auburn), Riviera (dark auburn), Brasilia (dark brown), Damascus (blue black) and Naples (black).

Recommendable

TREATMENT of seborrhoea capitis and seborrhoeic dermatitis is not often much helped, probably, by proprietary "medicated" shampoos. Those disorders present problems not only to their victims but also to local pharmacists, many of whom are asked for advice in dealing with them. Successful treatment depends on meeting two conditions. First, the chosen medication must effectively remove all crusting and scaling. Secondly it must be so well tolerated that it may be used enough to prevent recurrence. Cetrimide is well known for its antibacterial and cleansing properties, which make it ideal for treatment when a well tolerated detergent-antiseptic is needed. To make the compound suitable for treating the scalp it has to be specially formulated, however, so that the hair is left in a state that is wholly acceptable to the patient, Cetavlon P.C. fulfils that condition. It may therefore be recom-









Products in the Vilapointe range: Cream rinse in bottle and sachet; shampoos in bottles and sachets; hair sprays in pressurised canislers.

Our success is going to a lot of heads.



Clairol Hair care you can be sure of



mended as a successful treatment for an embarrassing and irritating disorder. The product is manufactured by the pharmaceuticals division of Imperial Chemical Industries, Ltd., Alderley Park, Macclesfield, Ches.

Hair dressing sales well up

THE first four months of 1968, say Bristol-Myers Co., Ltd., Stonefield Way, South Ruislip, Middlesex, have seen a dramatic reversal of previous trends in men's hair dressing sales through chemists, following a static period in the market from 1963 to the end of 1967, Sales in March and April showed an increase of 9 per cent., over those of the equivalent period in 1967. Will that encouraging increase continue? The company think the answer is "yes," and are backing their belief with a new and powerful advertising campaign in support of their Score and Vitalis ranges of products. Compared with the overall increase in hair dressing sales, Vitalis sales went up by 39 per cent, in the period, and Messrs. Bristol-Myers, who accounted for 37 per cent, of January-May television advertising for such dressings, have decided to make an additional investment in June and July. During the extended period the successful "When the Wind Blows" commercial is being joined by another on the same theme, brightened by the introduction of a girl (see picture) whose hair emphasises the theme "You can't tell a Vitalis man until the wind blows." Introduction of Vitalis aerosol which is understood to have gained between 75 and 100 per cent.



Still from Vitalis television "commercial."

acceptance in chemist outlets throughout the country, is being supported by a nation-wide promotional and advertising campaign. The product (in pack of 128 gm.) is being featured in the national Press from mid-July, reaching, it is claimed, 80 per cent. of all men in the United Kingdom. No advertisement will be smaller than 10 in, across four columns. The promotors have set themselves to make Vitalis ("which is already undisputed leader in the important greaseless sector") total market leader.

Display material

ILLUSTRATED are showcards and "crowners" issued by Thomas Christy



Show material for Pantene.

& Son, Ltd., North Lane, Aldershot, Hants, for Pantene. The preparation itself is produced in two colours, Pantene amber for normal and oily hair and Pantene blue for white or greying hair. Both are available with or without oil and each variety is in two sizes. Set de Pantene has recently been repackaged and relaunched, the pack now an 8-oz. aerosol. Both products are sold internationally.

Display unit

NEW Supersoft shampoo outer display case, designed to carry 4 doz. shampoo sachets. The unit takes up minimum counter space and is available for all



three shampoos in the series (liquid. lemon and cream). The sachets themselves carry a new design. Despite the recent uplift in purchase tax the manufacturers (F. W. Hampshire & Co., Ltd., Sunnydale, Derby) have raised the price by only halfpenny per sachet.

Herbal shampoo in demand

SUBSTANTIAL orders are reported for the latest addition to the hair preparations by French & Scott, Ltd., la Downs Park Road, London, E.8. The product French herb shampoo contains the active substances from nine differ-



Want to know what's hitting the

Join the club! The Elida Beauty Club has been joined by thousands of Beauty Counter assistants. Because it's fun. And because it's such a help in dealing with customers. The Elida Beauty Club keeps you right up to date with hair trends and competitions. And, for assistants who really want to get ahead, it offers the chance of qualifying as an Elida Consultant, ready to answer the trickiest of customers' questions on every aspect of hair care. Both the Beauty Club and the Elida Consultancy are completely free. So, if you haven't joined already, fill in this coupon and learn all about it. To: The Elida

To: The Elida
Beauty Club,
P.O. Box 1DY,
43 Portman Square,
London, W.1.
Please send me full details of the Elida Beauty Club.

Name

Address

Assistant at
Address
CD

make Sunsilk Shampoo; Sunsilk Hair Spray; Harmony, Sea Witch, Melody, Wood Nymph; Pin-Up, Twink; Shine, Cream Silk.

Under the influence





One little word goes straight to their heads:



Each customer wants something different for her hair. And she gets it. Because Elida makes just about *everything* for women's hair. That's what Elida is telling $8\frac{1}{2}$ million "Woman" readers and $7\frac{1}{2}$ million "Woman's Own" readers in striking new full-page advertisements. No wonder Elida is turning so many new heads.

Sunsilk Shampoo; Sunsilk Hair Spray; Harmony, Melody, Sea Witch, Wood Nymph; Pin-Up, Twink; Shine, Cream Silk. ent herbs, "known for generations to be beneficial to the hair and scalp.' The shampoo is packed in the acknowledged attractive French-of-London 4-oz. bottle and in transparent sachet. French herb, suitable for the whole family, has a mild anti-dandruff action. Messrs. French & Scott claim to be the only manufacturers of shampoos containing pure olive oil. Under the "French of London" label are both olive-oil liquid shampoo - for mild cases of over-bleaching and dryness by the sun-and-for severe cases-oliveoil cream shampoo. The liquid shampoo is offered in large and small bottles and sachet, the cream shampoo in jar, tube and sachet. French-of-London product Zilliance spray sheen is claimed ideal for summer use, adding shine and life to the hair. Zilliance may be used by itself or after lacquer, adding an extra shine to natural healthy hair. Pack is an aerosol cannister.



all stations, continuing till August and resuming in October. Silvikrin 75, a new liquid hairdressing for men, pro-



IN NEW DESIGN: The new aerosol cans in which Rosedale hairspray is now issued by Rosedale Products, Ltd. The products are distributed by Fassett & Johnson, Ltd., 96 De Beavoir Road, London, N.1.





Redesigned for better display

HILTONE, claimed the largest selling hair lightener in Britain, has been repackaged in modern carton in full colour, designed to influence "impulse" purchases. Included in each pack is a brightly coloured and fully illustrated new instruction leaflet describing simply the steps of the Hiltone lightening process. One half of the face of a blond-haired girl is printed on the front of the new pack and the other on the reverse side. It is therefore possible, by placing two packs side by side, to create an effective display for either counters or shelves, featuring the full facc. A two-pack "crowner" provides for space-saving in-store counter displays. In the pack are two newly labelled solution bottles. Hiltone is a product of Beecham Toiletry Division, Beecham House, Brentford, Middlesex. Another product of the Division, Silvikrin hairspray, shown above, is understood to be fast increasing its share of hairspray sales. Sales are promoted by television advertising on vides the light control currently popular. Also from the Division is the Amami styling lotion and conditioner in elegant plastic bottle, as shown below.



A popular "mini"

A MOST popular "mini" hair dryer, the Rio, by Ronson Products, Ltd., Randalls Road, Leatherhead, Surrey, is in pink, blue, and grey, and has an attractive and useful accessory: the dolly bag. Ideal for the girl on the move, it combines with the dryer's



We like our figures fat.

Sunsilk Hair Spray has the fattest sales figures of any hair-care product launched in the last 5 years.

What's more, its turnover is **bigger** than any

toothpaste launched in the last 5 years.

Bigger than any analgesic launched in the last 5 years.

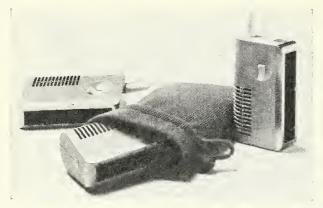
Bigger than any shampoo launched in the last 5 years.

And it's still growing and growing and growing. Big turnover, big profit. Are you getting as much out of Sunsilk Hair Spray as you should?



Sunsilk Hair Spray for Normal, Dry and Greasy hair.

of Paris, Vienna, London make Sunsilk Shampoo; Sunsilk Hair Spray; Harmony, Sea Witch, Melody, Wood Nymph; Pin-Up, Twink; Shine, Cream Silk.



Ronson Rio "mini" hair dryer

dual-voltage feature to make the Rio "the hair dryer that never takes a holiday". A large drying hood and portability — achieved by means of a shoulder strap and an extra-long flexare features of the Ronson range of Escort hair dryers, least expensive model in the series being the Ronson 66. The standard Escort is sold complete with warm air brush-and-comb attachments together with a jet nozzle for fast "spot" drying. At the top of the scale is a de-luxe version with all the features of the standard model but packed in smart two-tone vanity case complete with a large mirror in the lid.

Electrical adjuncts

AMONGST the variety of hair-care products issued by Pifco, Ltd., Pifco House, Watling Street, Manchester, 4, is the Comb in Go electrically heated hair comb, which has a wide range of applications. It is claimed "perfect' for curling, combing and styling in one simple operation and may also be used for straightening and back-combing. The metal comb has a gilt finish, with white plastic handle. It is supplied complete with stand in matching finish. The Queen Curl electric hair-roller set offered by the company is a compact easy-to-carry outfit containing eight large, four medium and four small rollers, eight of which can be heated at



Queen Curl hair-roller set

any one time on the thermostatically controlled heating rods. A red spot on each roller turns black as the correct temperature is reached. The outfit, with neatly designed handle, is in two-tone pink and cream, the case having a built-in vanity mirror.

"Biggest ever" promotion

TO promote their range of Headliners, Raywarp Textiles, Ltd., Alfred Street North, Nottingham, NG3 4GE, have arranged their biggest ever advertising promotion, directed at the younger





Display unit for Headliners

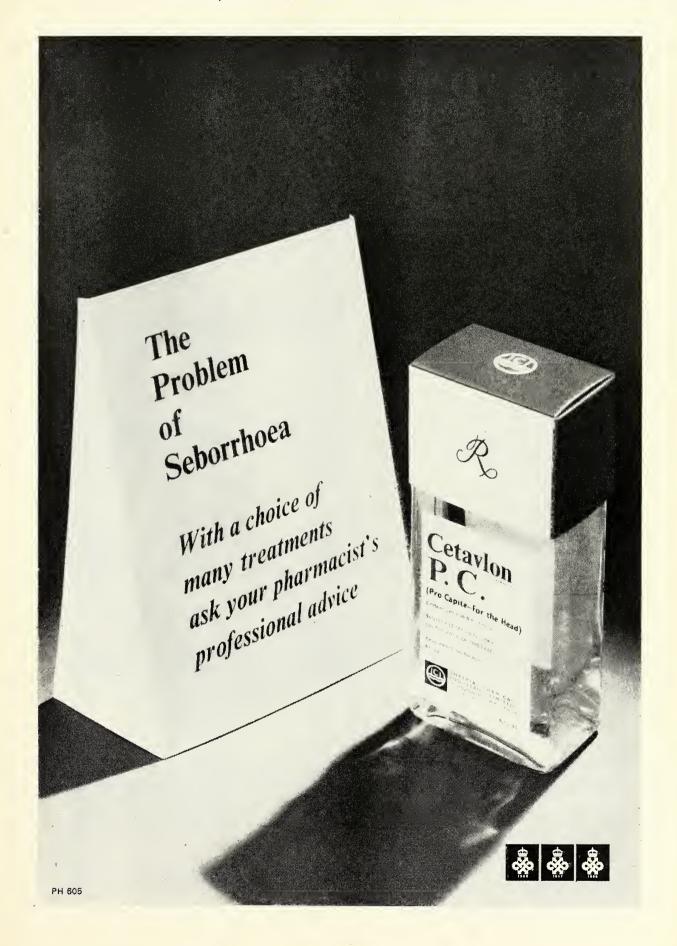
woman by means of full-colour advertisements in a series of women's magazines. The campaign, which is to run throughout the year, features the display unit that will greet the shopper at the chemist's counter. Messrs. Raywarp feel strongly that this reminder technique is all-important in assisting retailers to sell "impulse-buy" products. The unit, sold as a complete deal, containing six doz. Headliners in six different styles, was designed to take up minimum counter area. It measures only 5 in. from front to back.

A week-long "set"

INECTOSET, a setting lotion newly introduced by Rapidol, Ltd., 27 Dover Street, London W.1, contains a special holding agent, polyvinylpyrrolidone (a



variant of polythene) that is said to form a fine, invisible film around each individual hair to give the chosen style extra staying power without impairing the hair's natural shine. There are two strengths: Normal, a pink lotion, and hard-to-hold, a blue lotion, that copes



with "fly-away," difficult hair. The perfume incorporated in Inectoset has been formulated to give a "fresh" fragrance to the hair, yet not to clash with other perfumes. Pack is a shatter-proof polythene bottle containing enough lotion for one set (or two if the hair is really short).

Three in one

A UNIQUE hair setting preparation in gel form is a three-in-one beauty treatment, Coiffure Italienne, by Max Factor, Hollywood and London (Sales), Ltd., 16 Old Bond Street, London W.I. The products sets, conditions and highlights the hair in one simple application. It is applied to partially dry hair after shampooing but before setting, using roller or pins.

Regular use of Coiffure Italienne is said to keep the hair "protein-conditioned" against dryness, brittleness and split ends. It does not tint or dye but highlights the hair to bring to life the actual colour. Available in seven sparkling shades of Swedish blonde, honey blonde, silver grey, brown, red, black and platinum. Each tube contains enough for six to eight applications. The company also manufacture Sof-Set, which is claimed to have the outstanding quality of ensuring complete control of the hair while retaining a soft-



ness and sheen associated with naturally manageable hair, Sof-Set is a pleasantly perfumed preparation that is non-tacky, brushes out easily, and is suitable for all types of hair. The aerosol pack embodies the latest type of spray cap for easy application and fingertip control. Another Max Factor hair preparation. Banish, is formulated to correct and combat the problems of dandruff and scalp irritations. Nonsticky and non-greasy, it is claimed not to interfere with the use of other hair preparations. The product has a refreshing and pleasant aroma.

Wig problems solved

THE fashion of using wigs and hairpieces in various styles, taken up by women to a surprising degree, has created problems for their owners in keeping the adjuncts clean and well set. Wigs and hairpieces must not be washed or shampooed but need a special cleanser that does not affect the base of the wig or the hair of which it is made. Nestle's wig cleaner, produced by Fassett & Johnson, Ltd., 96



For your Coloured Customers

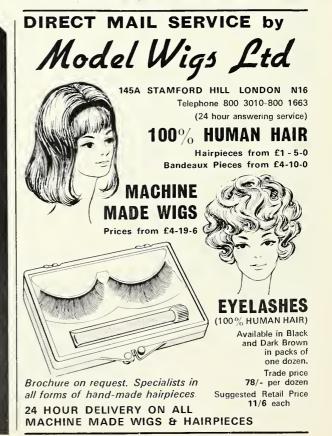
RECK-JUNIOR

Continental Hair Straightening Combs, Curlers, Pomades, etc.

B. FAIRALL LIMITED

56 HATFIELD ROAD, IPSWICH, SUFFOLK.

Tel: IPSWICH 74055



More sizes More sales for



Elnett

The quickest-selling quality hairspray!

Elnett Satin is the top quality hairspray that holds all day—then in the evening it brushes clean away. Women know that each application is a brand new beauty treatment. They buy Elnett Satin again and again. Now you've got the new handbag aerosol and new Elnett Special for Greasy hair to increase your turnover—so keep your stocks high! Handbag Spray 5/11, 145 grm. Spray 10/6, 245 grm. Spray 15/6, 360 grm. Spray 18/6, Special for Greasy Hair 160 grm. 12/3 3 out of 5 women see our persuasive

Year round full colour advertising in women's magazines

L'OREAL

De Beauvoir Road, London, N.1, is said to be "a professional formula for the job." In use it is sprayed on lightly from its aerosol container. Nestles wig Spraze, again in an aerosol pack is made exclusively for wigs and hairpieces and simplifies the resetting of the wig.

Identified by colour

A NEW system of colour identification has been introduced by French of London (French & Scott, Ltd., 1a Downs Park Road, London, E.8), for their for rapid localised drying or a wide spread flow when even all round drying is wanted. The dryer is available with an air defuser hood and hose with stand. The Philips compact hair dryer is portable and light and can be used anywhere by means of the handle or the special shoulder strap provided. When the apparatus is not in use the hood hair dryer can be fixed to a wall circular housing with the hose curled neatly on the outside. The Philips new hood hair dryer can be fixed to a wall with a bracket provided or used in conjunction with a telescopic floor



Above: Max Factor's "Coiffure Italienne" (see p. 24)

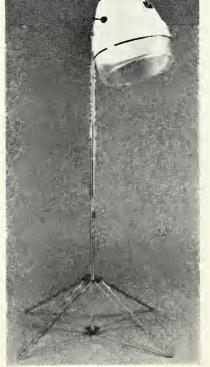


comprehensive range of shampoos for every condition of hair. The colour identification is incorporated in the design of all "dispensers," packs and instruction booklets. First of the range of eight shampoos to be launched are olive oil (for "summer hair") and Bonne Sante shampoos. The eyc-catching "dispenser" contains six 4-oz. bottles and 3 doz. sachets. It becomes available to chemists by the end of June,

Three of a kind

PHILIPS Electrical, Ltd., Century House, Shaftesbury Avenue, London, W.C.2., offer the choice of three Philips hair dryers. The hand dryer has a unique dual air-flow control providing either a concentrated warm air stream





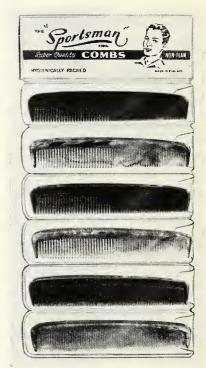
Philips new hood hair dryer.

At left: Philips compact hair dryer.

stand. The hood dryer is easy to store and not only is the stand collapsible, the hood is similarly designed.

Ten year guarantee

"THIRTY years of craftsmanship resulting in a range of products demanded throughout the world" is a claim by Crayonne, Windmill Road, Sunbury-on-Thames, Middlesex, whose



hair care range of combs is available in nylon and Opalex. The nylon combs are unbreakable under normal haircare use and are backed with a tenyear guarantec. They are available in black, brown, blue and pink. Opalex combs are available in black tortoiseshell, pink, primrose and blue "solid" colours and in blue and pink transparent colours. The range is comprehensive, covering a variety of sizes and designs. The company also undertake to manufacture in bulk, to meet orders for minimum 200-gross quantities, special combs that may be gold blocked according to customers' requirements. Feature of the hair care range of combs is the hygienic display pack which, whilst allowing customers to examine the combs, acts as a deterent against pilferage.

"Straightener" sales up

SINCE Teeda, Ltd., 63 South Molton Street, London, W.1, redesigned the pack of Teeda hair straightener at the beginning of 1967, sales have increased considerably. During the first three months of the current year the increase was 150 per cent. over the figures for the first three months of 1967 and 350



Yes-Lenium

And you can tell Mummy that it is not just a medicated shampoo—it's a medical treatment that doctors prescribe.

Lenium

the medical treatment for dandruff that is only sold by pharmacists.

Tubes (1 month's supply) 5/- Sachets 1/2 d.



The Bayer Products Company, Surbiton-upon-Thames, Surrey.

Announcing a new concept in hair care New Unperfumed Hair Spray by



Designed specially to appeal to women who don't want a perfumed hair spray that clashes with their own favourite perfume.

MISS BRECK

This new hair spray has everything that's already made Miss Breck famous – everything except perfume.

And to a lot of your customers — that loss is their gain.

Miss Breck the complete hair spray range — Normal Hold, Super Hold and new Unperfumed!

Our success has gone to their heads.



Bristol-Myers make the two mens' hair dressings that are way out in front of all the others.

Vitalis and Score. Both are clear. Both clean. Both non-greasy. Vitalis, with V-7, is the leading liquid. Score, the most popular clear hair cream.

Either one is just right for each and every man who wants to keep his hair neat and natural-looking all day long.

That's the message we're putting over on TV and in the national press, to men all over Britain. They'll be hearing and seeing it all year round.

So stock and display plenty of Score and Vitalis – to be sure you benefit from the peak selling months ahead.

Every day more people say Jochem's

FOR MEN AND WOMEN

STOPS FALLING HAIR and PREMATURE BALDNESS

Read what these delighted users

say___

Someone recommended your

Tochem's Hair

decided to try it.

That was my husky

had stopped

Day! within less

Preparation to me,

a hopefully o

Banada

Nv. Eastleigh Hants. "I was completely out on the crown with only a treft in front - now the front is completely full and the crown has hair all over and gradually getting thicker and closing in wonderfully. 9 have kept to the treatment, to the letter, morning and night. A colleague of wine who was very self-conscious of his baldness,

Fair Oak

bought an expensive topper, and having seen the results of mine started using the treatment, with the result he no

IF YOU HAVE **CLIENTS WHO** SUFFER FROM THINNING HAIR RECOMMEND Jochem's topper yours succeed, profit by it!

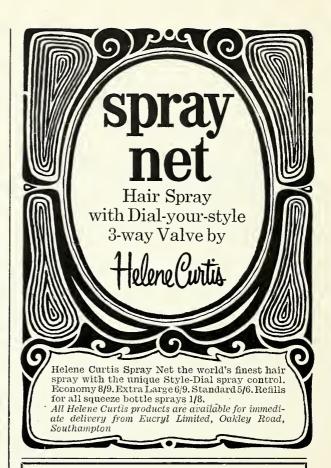
PRICES: Single bottle 12/- (plus P.T.). Twelve bottles £6. 18. 0 (plus P.T.). to retail at 23/6 per bottle (inc. P.T.). From all wholesalers or Manufactured and distributed under licence by

L.S.K.

BEAUTISALES LTD.

35 Old Bond Street, London, W.1 Telephone 01-493 2565-6





BANISH GREY HAIR!



LOCKYER'S RESTORER HAIR

Let your customers know that there is absolutely no reason to let old age overtake them just because they are beginning to go grey-though there is no denying that grey hair is ageing.

STOCK Lockyer's Hair Restorer, first marketed in 1875 and still the perfect answer to this problem,

Gentle, harmless, simple and easy to use, Lockyer's brings back full colour, health and lustre to greying hair, restoring the natural colour pigment.

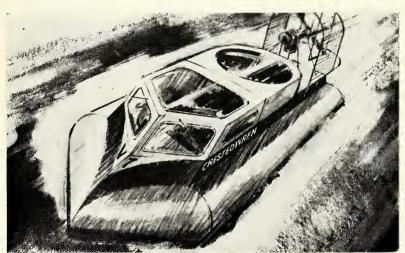
Retail price 11/6 per bottle

Trade price 58/- per dozen, plus Tax.

GAMBARTRA LTD., 100 Centurion Road, Brighton, BNI-3LN, Sussex.

Vitalis Hovercraft barnstorm across UK!

Spectacular promotion to launch new Vitalis aerosol.



Hovercraft-on-ice-and-that-ain't-all-folks!

To publicise the new aerosol hairdressing, the makers of Vitalis, the hairdressing which shook up the hairdressing market, have announced a great competition with a *Hovercraft* as the premier prize.

The publicity pressure is being poured on with three hovercraft, emblazoned with Vitalis name and colours, zooming around a somewhat bedazzled Britain.

While waiting for the summer months, to feature the open-air spectaculars, the craft have been content to Barnum and Bailey around Mecca dancehalls and Icedromes across the land.

Big press blast-off.

No less than 80% of all the men in the country will be getting the Vitalis aerosol message loud and clear in the Daily Express, Mirror, Sun, Sketch, Reveille, Weekend, Tit-Bits, Daily Record and Belfast Telegraph.

Take that! and that! and that!

Determined to get the new aerosol well clear off the ground Vitalis are giving it virile support. Strong bonuses on first orders, and generous margins after clearing initial stocks.

It all starts jumping in July.

The advertising campaign starts jumping on 1st July.

Local hovercraft demonstrations will cause a fair rush of excitement to the head.

is a foregone conclusion, so are sales to those who are display-conscious. Be there firstest with the mostest, and you'll get the mostest—that's the name of the game!



Supplementary hair carewith

18oz. GLOSSY HAIR SPRAY Normal Hold and Super Hold Recommended Retail Price 6/11

Nichol



8 Rollers in a colourful eye-catching display pack

Recommended Retail Price 7/6





12oz. P.V.C. Shatterproof bottles · 4 types MEDICATED EGG and LEMON, **BEER**

> Recommended Retail Price 2/11

CREME

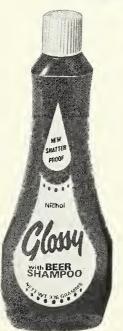




Nichol













BEAUTY PRODUCTS LTD. Telephone: Fox Lane 0181 (3 lines)

Office & Works: OLD FARM AVE. · SOUTHGATE · LONDON · N14





per cent. over those for 1966. A new black-and-white pack for the 110-c.c. jar is reproduced in a striking showcard that also underlines the speed and effectiveness of the product in use.

Three hair spray "holds"

THE hair spray range of Bellair Cosmetics, Ltd., Boardman Street, Oldham, Lancs., comprises, with the latest "super" and "softer" holds (see C. & D., June 15, p. 538), a trio, each (including "standard") available in acrosol or squeeze spray packs with refills.

Consumer offer

PREMIUM offer aimed at the "swinging set" was introduced in March by Clairol, Ltd., 66 Baker Street, London W.1, with their product Summer Blonde. The premium is a "Trendsetter" watch, one of those large, oval, bang-up-to-the-minute watches that have made such a tremendous impact on the young and fashion-conscious. The suede strap comes in gold or black. The watch, worth £5, is available to customers for only 65s. (includ-

ing postage and packing) plus one Summer Blonde pack top. With the promotion Clairol aim at the younger section of the market—the girls and young women who are relatively new to hair colouring and who are the most likely users of Summer Blonde, The offer, started in March, runs through to September 30 and is being given heavy advertising backing in magazines with the widest circulation among the younger age groups.

Long popular

USED by exclusive hairdressers for three generations, Pinaud's Eau de Portugal (specially formulated for fair



and white hair) and Eau de Quinine are distributed by Fassett & Johnson, Ltd., 96 De Beauvoir Road, London, N.1.

Clinically tested shampoo

THE dandruff-control superiority of a medicated shampoo containing a 2 per cent. solution of the sodium salt of the sulphosuccinate of an undecylenic alkylolamide (SBU 185) is reported in the *Lancet*, July 1, 1967. Only shampoo with that formulation, point out Beecham Toiletry Division, Great West Road, Brentford, Middlesex, is Vosene with Biomin. The *Lancet* article describes comparative clinical tests (recorded in detail in the *British Journal*

of Dermatology) of a non-medicated shampoo, a medicated shampoo containing tar, and a medicated shampoo of the composition mentioned above. In the clinical trials the shampoos were altered so that they possessed identical perfume and colour, and 145 patients were told to wash their hair once a week with their alloted unidentified shampoo to assess its dandruff control effectiveness. Patients were examined once a month for three months, always five days after shampooing. Dandruff on the scalp was measured by estimating the area of scalp affected as well as the severity, and dandruff from the hair was collected by running a comb coated with soft paraffin through the hair without touching the scalp. At the end of the first month of the test, the two medicated shampoos proved more effective than the non-medicated shampoo in reducing the average levels of dandruff, but the shampoo containing SBU 185 "showed a distinct advantage" over the shampoo that contained tar.

Praised by users

TESTIMONIALS continue to flow in to Beautisales, Ltd., 35 Old Bond Street,



London, W.1, for their Gill's dandruffremover shampoo and for Jochem's hormone preparation.





Hair lacquers and shampoos in the comprehensive ranges offered by Andre Philippe, Ltd., 71 Gowan Avenue, London, S.W.6.



P SELLING HAIR LACQUER

PLEASE write for prepaid order form

ANDRÉ PHILIPPE LTD., 71-71B GOWAN AVENUE, FULHAM, LONDON SW6 TELEPHONE REN 2194/2397

FORMULA SIXTEEN

Your formula for extra sales



hair colour restorer

Wide markets for both products **Generous margins on both Nationally advertised**

L. E. Vincent & Partners Ltd., 10 Haymarket, London, S.W.1.

SAY HUNDREDS OF USERS!

Over the years Beautisales have received hundreds of letters acclaiming the effectiveness of Gill's Shampoo—the original and still the most efficient medicated shampoo for the certain removal of even the most stubborn forms of dandruff. It brings complete relief from scalp irritation and leaves the hair glossy, soft and supple. Here's a shampoo that fulfils its promise, with delighted users—and a constant increase in demands. You can recommend it with complete confidence.





from this.. to this

in 30 minutes



Also made and distributed by Eugene-Gallia, Paris and Barcelona.

ORDER FROM YOUR REGULAR WHOLESALER OR DIRECT FROM TEEDA LTD.
(Dept 12) 63 SOUTH MOLTON STREET, LONDON, W.



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Only Raywarp make real Headliners!

And only Raywarp use 'full colour national advertising'

to tell millions just that!

Only Raywarp make real Headliners and this is going to be the year you'll sell more Headliners than ever before.

Honey, Petticoat, 19 and Vogue will all carry Headliner advertisements — many in full colour. We'll feature these five styles and show them the merchandising unit you can have on your counter. Then there'll be no mistake. And *everyone* will be happy!

Real Headliners. Only by Raywarp

and only from Railland your wholesaler.





Raywarp Textiles Limited, Alfred St. North, Nottingham

Style Setters!



Philips Compact Hair Drier for extra fast drying

Underneath that slim, space-age case there are four heat settings—to dry the hair in next to no time. The Compact can be carried around while it's working. And afterwards the Hose and Hood stow neatly away inside. It makes a super present at £9.1.2.

Philips Hand Hair Drier – the only one with Dual Air Control

A flick of the control turns a cool, wide airflow for general drying into a warm, narrow one ideal for hair in rollers. It's light, easy to use, super-strong. 78/11. Hose and Hood with Stand, 50/1.



PHILIPS

Philips Collapsible Hood Hair Drier with Infinitely Variable Temperature Control

Designed on the straight airstream principle, like salon models, Philips Hood Hair Drier gives the most efficient results at home. The control adjusts instantly to give exactly the desired temperature. £10.17.6. Telescopic Stand, 55/4. Recommended prices

Better electric things are PHILIPS

PHILIPS ELECTRICAL LTD · CENTURY HOUSE · SHAFTESBURY AVENUE · LONDON WC2